



CASE STUDY: TORRE NISSAN GETS MORE CLICKS AND CALLS WITH SEARCH ADVERTISING

WHEN THE PHONE STOPPED RINGING, THE DEALERSHIP
CALLED ON G/O DIGITAL TO HELP

Situated just outside the Los Angeles metropolitan area in Palm Springs, California, Torre Nissan needed to draw online customers from its geographic region without competing for Los Angeles customers. Having worked with G/O Digital partners previously, the dealership knew that G/O Digital understood its local needs and defining characteristics. Torre Nissan launched a Local Search Advertising campaign in early 2014 and hasn't looked back since, going through multiple optimizations and even an entirely new strategic approach, which was biggest benefit of all.

CHALLENGE

As consumers shift toward online search, search engines like Google, Yahoo and Bing continually shift how their services operate to accommodate better results and ad placement. Small business owners might not be aware of these changes, but when they see a dip in site traffic — and fewer visits and calls from potential customers — they don't always know why it occurs.

In late 2013, Torre Nissan experienced such a stall in business. Calls from customers searching online slowed dramatically, and the dealership discovered that customers searching for cars and services they offered weren't actually finding their dealership.

"Gradually, our phones stopped ringing," says Marcelino Maldonado, general manager at Torre Nissan. "Our challenge was how to connect with these people who are looking for us. We weren't paving the road for them to find us."

“You can't just compare our market to the LA market even though we're within 100 miles, and [G/O Digital] understands that. We wanted someone local, but that could take us to the next level with our platform.

— Marcelino Maldonado, Torre Nissan

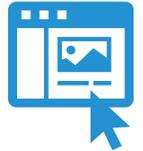
KEY PERFORMANCE METRICS

IN ONE MONTH:

81,686
Impressions



2,524
Clicks



3.09%
Click-through rate



OVER A THREE-MONTH PERIOD:

631
Leads



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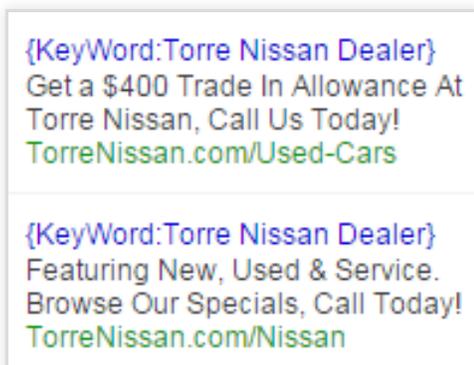
STRATEGY

The dealership tried digital marketing in the past with an outside vendor; however, like many small businesses, it had been burned by bad account management and was hesitant to launch a new campaign with a new provider. Looking for a provider that knew its specific market and how it differed from the nearby Los Angeles metro area, Torre Nissan heard about G/O Digital's solutions from a partner company. The G/O Digital team put together a hyperlocal approach that showed a deep understanding of the dealership's market and audience.

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With a Local Search Advertising campaign launched in January 2014, Torre Nissan experienced more website traffic and even more calls from customers who had found the dealership's website. This product was a no-brainer for Maldonado because it's how everyone now searches. "People don't usually go to a web browser and type in a specific address," he says. "If people want to look for something, they Google it."

At the outset, Torre Nissan's primary goal was to get more calls and visits from people who had seen their site online. "We wanted to get people to engage with us and talk to us, so they would realize how easy we are to talk to and how easy it is to do business with us," Maldonado says. In its first year, the dealership regularly saw 25,000 impressions and 1,200 clicks to their site each month, which were excellent results compared to what they saw during their web traffic slump.



Examples of Torre Nissan's Search Advertising ad copy.

KEY DIGITAL MARKETING DELIVERABLES



Local Search Advertising — Using technology, successful keyword banks, experienced specialists and extensive market data on current inventories for clients and their competition, local search advertising gets your business found and clicked on through Google, Yahoo and Bing searches.



Ad Copy — Informed by industry expertise, G/O Digital develops, edits and adjusts ad copy that gets clicked on and is relevant for targeted audiences.

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However, G/O Digital is always looking for ways to improve its solutions and products, and the team developed a new approach to Local Search Advertising and Email Marketing for auto dealerships. In anticipation of this new approach to G/O Digital's auto dealership Local Search Advertising campaigns, Torre Nissan, along with other dealerships around the country, piloted the new initiative in late 2014. The new highly targeted campaign structure had deeper levels of data that allowed for strategic budget allocation and optimizations, which ultimately increased relevant clicks, decreased cost per lead and increased conversion rates. The addition of manual tracking methods also provided increased transparency for clients into their campaigns.

RESULTS

Although Torre Nissan had great results with the original G/O Digital solution, its metrics exploded with the new strategy. Comparing results from August 2014, before the strategy shift, to December 2014, the new approach had an **80 percent increase in impressions**, a **671 percent increase in conversion rates** and a decrease in **the cost per lead from \$351 to \$38**.

"More people find us online," Maldonado says. "And even if they don't submit the lead, they're looking at us online and still want to know about us before they come in to test-drive a car."

		August 2014	December 2014	Percent Improvement
	Impressions	31,577	56,967	80%
	Clicks	1,434	1,625	13%
	CPL	\$351	\$38	89%
	Conversion Rate	1.26%	9.72%	671%
	Avg. CPC	\$4.42	\$3.74	15%

What's more, the new strategy has continually improved Torre Nissan's PPC campaign over time. In April 2015, the campaign had 81,686 impressions for its ads with 2,524 actual clicks, which brought the click-through rate to 3.09 percent.

TARGETING FEATURES FOR LOCAL SEARCH ADVERTISING



Keyword
Words or phrases relevant to your product.



Location
Region, county or city you want customers in.



Language
Find foreign language speakers in your area.



Device
Smartphone, tablet or desktop targeting.



Audience
Show ads to people who have previously visited your site.

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CASE STUDY: TORRE NISSAN

“We’re giving people the opportunity to contact us in whatever way they feel comfortable, whether that is email, call or text,” Maldonado says. “That was our ultimate goal, to get more people engaged and contacting us and wanting to do business with us.”

90% of website traffic generated by paid search ads is new traffic.

CONCLUSION

As more people move their car search online, auto dealers need a digital partner with the expertise to test, adjust and optimize online campaigns. Torre Nissan realized business was suffering due to the dealership’s lack of localized digital marketing efforts, which brought them to G/O Digital. Although the dealership had been burned in the past by other digital providers, the G/O Digital team proved they know and understand hyperlocal markets.

“[G/O Digital] always makes sure we are relevant and that the money we are spending is being put to good use,” Maldonado says. “Our business has increased and our online presence has increased.”

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