



INTRODUCTION & BACKGROUND INFO:

A Northeast Ohio Honda dealer has committed to implementing a complete digital marketing approach, transitioning away from traditional media such as television and radio, as well as third-party lead providers. This shift took place over the last 3 years, and has resulted in the dealer moving from a 4th place position in regional market share to a **#1 ranking** starting in the summer of 2016 that continues through today.

THE OUTCOME?

This Honda dealer saw a

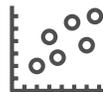
55% + INCREASE

in sales over the time period, a difference of 850 more units sold per year in a market where the manufacturer brand has seen flat sales growth.

THE STRATEGY:

They reached these results by turning their own website into a lead generation engine, seeing nearly 1,400 direct trackable marketing leads each month (450 website leads, 900 phone calls).

This commitment to a digital-first approach centered on the dealership's owned assets (i.e. their website) is evident in these lead figures, but stems from dramatic increases in their site traffic:



Site Visitors **increased more than 100%** over the last 3 years – from 5,750/month to 11,700/month



Site Sessions **increased more than 95%** over the prior 3 years – from 9,800/month to 19,100/month

SO HOW DID ALL OF THIS GROWTH HAPPEN?

The Honda dealership adopted a holistic approach that emphasized multiple traffic sources that both generated traffic alone and magnified organic and direct traffic at the same time.

SEM/PPC TRAFFIC GREW **135% +** from 2,100/mo. to 5,000/mo.

SEO/DIRECT TRAFFIC GREW **36%** over the last 3 years – from 6,700/mo. to 9,200/mo.

SOCIAL PPC TRAFFIC GREW FROM VIRTUALLY NOTHING PER MONTH TO **2,600+ /mo.**

The shift in budgets, traffic sources, leads and sales didn't happen overnight, and wasn't the result of the dealership "flipping a switch". Instead, it was an investment to try a different approach that kept yielding better results than what they'd previously done.