



70K

impressions
and +2K clicks

73%

Clickthrough rate of 73%
above industry average

+CALL

More phone calls after search
marketing adjustments

FORD DEALERSHIP

ABOUT

This Ford dealership wanted to increase the total number of monthly leads and boost overall website traffic.

CHALLENGES

This client needed an investigation to determine a more effective paid search marketing strategy to help the dealership increase leads.

SOLUTIONS

Based on the auto dealership's goals, opportunities identified, and the business needs analysis conducted by the LOCALiQ AUTOMOTIVE team, we developed a custom dealership marketing strategy that included:

- Search Marketing
- Email Marketing

RESULTS

The search marketing campaign adjustments designed for growth in the auto dealership did not disappoint. The client had 154 phone calls in November, which was 38 more than the prior month. In December, the client saw a total clickthrough rate at 73% higher than industry average. Overall the campaign saw approximately 70K impressions and had more than 2K clicks.