



GATES HYUNDAI CASE STUDY

HOW TO CRUSH COMPETITORS AT THE
RACE FOR QUALITY TRAFFIC

GATES HYUNDAI CASE STUDY: DIGITAL MARKETING

THE CHALLENGE

We teamed up with Gates Hyundai to increase their *digital traffic, leads, and number of vehicles sold*. We knew that if we could drive more relevant traffic to the website, it would result in increased showroom traffic and qualified leads.

The challenge we faced was the saturation of competitors in the region, along with aggressive competitor pricing.



THE STRATEGY

By performing a comprehensive offline analysis of the historic sales performance, along with in-depth future forecasting of their market, we were able to circle in on the consumers with the highest propensity of buying. Then, we analyzed the online landscape. We dug deep into the market and uncovered *strategies designed to outperform* the tightly competitive front page of Google search results, where we would ultimately be waging a digital war with our competition.

We then relied on the data to help drive *a winning strategy* that would not only align with our dealer's goals, but also our consumers' online journey. According to 'Think with Google', the average car buying process can take up to 3 months.

By targeting our consumers with proper messaging that was aligned with their online journey, we could *effectively resonate our messaging* as they moved down the sales funnel. This approach allowed our Hyundai dealership to be present throughout the car buying process, and ultimately drove customers into the dealership when they were ready to buy.

A comprehensive study from Autotrader and Kelly Blue Book showed that car buyers spend **60%** of their initial research time **online** and across **multiple devices**.



GATES HYUNDAI CASE STUDY: DIGITAL MARKETING

THE RESULTS

Within two months, we were already starting to *break records at the dealership*. In just their second month running our digital program, they had set a record for most vehicles sold in one month. The additional months that followed were also very strong, and consistently exceeded sales volume for the months prior to launching.

	IMPRESSIONS	CLICKS	CTR	AVERAGE CPC	CALLS FROM ADS
MONTH 1	8,558	808	9.44%	\$4.01	60
MONTH 3	9,181	970	10.57%	\$3.63	108
MONTH 6	4,404	884	20.07%	\$2.72	78
MONTH 12	7,826	1,142	14.59%	\$2.91	94

Gates Hyundai commented that they had seen a *significant and immediate impact* in their showroom, and that the quality of online traffic and phone calls were much *higher than ever before*. They proceeded to enroll every store in their dealer group.

Gates Honda had never sold more than 100 vehicles in a month. They broke that record in their first month on our digital program. In fact, *they've sold over 100 vehicles every month since and continue to break records*.

Toyota South has consistently improved month-over-month and averages over 200 units sold every month.

Interested in continuing the conversation about Digital Marketing, or want to learn more about J&L Marketing?

[SCHEDULE AN APPOINTMENT](#)



