

# DOMINATING YOUR DIGITAL BACKYARD

Drive qualified website traffic and form submissions

Learn how Toyota of Plano increased Vehicle Detail Page (VDP) views and **increased form submissions by almost 40%**.

## CHALLENGE

Today's consumer-driven society expects and depends on immediacy throughout the entire purchase process. For dealers, this means competitive success relies on digital visibility and efficiency.

Understanding that the majority of consumers begin their shopping journey online, Toyota of Plano needed to focus efforts on differentiating themselves locally to increase foot traffic to their dealership.

## HOW WE HELPED

GSM provided a comprehensive digital campaign to keep the dealership's message in front of local, auto consumers. The strategy incorporated **Paid Search, Dynamic Display Advertising**, and **Retargeting** which work together to drive qualified web leads and increase the likelihood of conversion.

In particular, these solutions help increase online visibility, clicks, and engagement. Focusing on boosting these three performance metrics would help put the dealership in the best position for growing local brand awareness and influencing vehicle sales.

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I think branding across the web drives people to your website. You have three lots - phone, physical, and the digital lot, which gets the most traffic by far. You have to drive people to your website to be successful.

- Rusty Gentry  
GM, Toyota of Plano

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The automotive marketing people.

VIEW CASE STUDY ONLINE  
<https://bit.ly/2Ki4gpO>

## SOLUTIONS USED

GSM recommended the following solutions to help the dealership achieve its goals:

- **Paid Search** increased visibility and accessibility in search engine results pages
- **Dynamic Display Advertising** succeeded in delivering effective digital ads to relevant shoppers at critical moments in their path to purchase
- **Retargeting** helped Toyota of Plano reconnect with previous site visitors by positioning targeted content that consumers already engaged with or demonstrated interest in as they browsed the web

## RESULTS

The GSM advertising network delivered high-quality traffic to Toyota of Plano's dealership website and a positive return on advertising investment. To create the most successful program possible, Toyota of Plano and GSM worked together monthly to optimize their digital strategy, achieving:



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In this day and age it is important to have a focus on all pieces of the puzzle. We constantly look for new ways to create efficiencies for customers, stronger calls to action, and improve engagement. This all ultimately leads to higher clicks, calls, and leads.

- Faz Imam  
E-Commerce Director, Toyota of Plano

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