

DRIVING SUCCESS WITH DIGITAL MARKETING

Grow your online presence and website activity

Learn how Toyota West increased ROs and online visibility, surpassed retention goals, and **increased website activity by 195%**.

CHALLENGE

Digital dominates the world we live in today. Google searches are the main consumer resource for finding information on products and services. Consumer behaviors have shifted and digital media is now the primary influencer for service-related decisions such as rescue, repair, and maintenance.

In order to remain competitive, dealers must grow and maintain a prominent and consistent digital presence. Toyota West wanted to increase their online visibility and drive quality leads to their store, so they turned to the digital marketing experts at GSM for help.

HOW WE HELPED

Toyota West began working with GSM to create an ongoing parts and service digital campaign. GSM recommended leveraging an omnichannel approach to maximize success, create continuity and consistency in messaging, and to increase reach by targeting across multiple touch points.

The omnichannel strategy combined both digital and traditional marketing channels to help the dealership reach the most consumers possible. Advanced targeting and data segmentation ensured Toyota West was not only reaching people, but that the dealership was reaching the right people - for both sales and service needs.

“

Our RO count has increased year over year and our retention has grown at an astounding rate since partnering with GSM. It has been successful for us because our name is getting in front of a larger audience than ever before. The results have gotten better every month [as a result of the digital campaign], and we can see that more people are visiting our site.

- Chris Bundrick
Fixed Operations Director, Toyota West

”



The automotive marketing people.

VIEW CASE STUDY ONLINE:
<https://bit.ly/2n8AgDr>

SOLUTIONS USED

Solutions worked together to drive consumers back to Toyota West's website. In particular, consumers were driven to the dealership's online inventory and service-related pages to increase the likelihood of scheduled service appointments or vehicle purchase.

- **Display advertisements** combined behavioral targeting and predictive modeling to ensure high intent consumers received timely and relevant ad messages
- **Retargeting** drove qualified leads back to their site by showing them the exact vehicles they previously viewed online, as well as similar vehicles
- **Segmented direct mail** allowed for personalized and relevant targeting to loyal, defecting, lost, and potential customers
- **Email-to-mail match** increased ROI by providing one message for targets across multiple touch points

RESULTS

Campaign engagement reflects high purchase intent behavior, including: an increase in inventory views, higher clicks on map and location pages, and increased clicks on service-related pages. Clicks are a significant metric because they represent a targeted customer receiving a dealer's ad message and taking action.

However, it is important to note that although not all clicks lead to a direct sale, they reflect that an advertising message generated enough interest for a viewer to click for more information. These actions are indicative of customers who are closer to a final decision - final purchase or making a service appointment. Investing in fixed operations marketing not only increases service benefits, but it also drives up new car sales.



The automotive marketing people.

1345 Enclave Pkwy. | Houston, TX 77077

www.gsmarketing.com

Average monthly results include:



3,946

AVERAGE INCREASE
IN NEW OR USED
INVENTORY PAGE VISITS



195%

INCREASE IN
WEBSITE ACTIVITIES



48

AVERAGE INCREASE
OF VISITS TO
SCHEDULED
SERVICE PAGE



41

AVERAGE INCREASE
OF VISITS TO SERVICE
DEPARTMENT PAGE

In addition to monthly results, in just six months, Toyota West's revenue per repair order (RO) increased by:



\$113