



Chevrolet dealer sees 30% lift in site traffic with a new partner

Kocourek Chevrolet, of the Kocourek Automotive Group, has increased their market share in Wisconsin with outstanding search visibility and industry record shattering engagement results



113%

Higher CTR than Industry Average ¹



15%

Improvement to Search Impression Share ²



18%

More calls from paid search ads ²

Success Story

Kocourek Chevrolet was the charter dealership of the Kocourek Automotive Group when it was purchased in 1999 in North Central Wisconsin. Now, close to six out of every ten vehicles purchased in that area come from five locations and nine franchises under the Kocourek group.

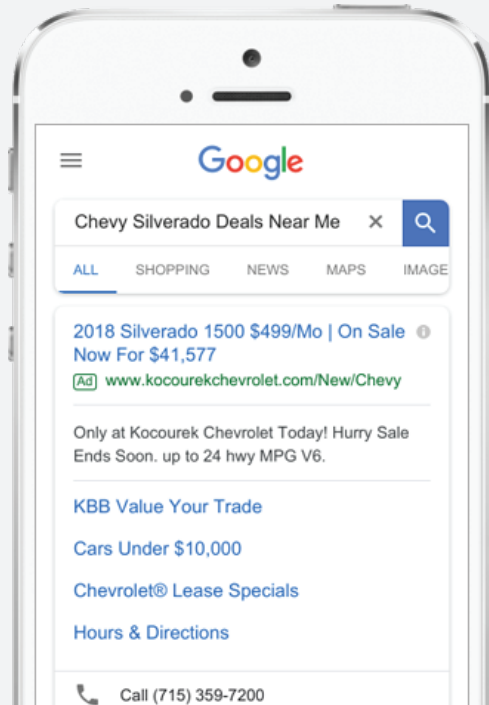
Kocourek Chevrolet partnered up with Dealer Teamwork after piloting another store in their group. They saw such amazing success in the pilot store, that they sought to achieve the same results in their Chevrolet store.

Chief Operating Officer of the group, Greg Jensen, spoke to this in saying, **"We added the Chevrolet store because our Dealer Teamwork representative has always been fully invested in our success, and I know we**

can always reach out to them at any time to discuss concerns, questions or changes to our strategy. This level of support helped turn our Ford dealership into the number one F-150 store in the state."

On top of the support provided by Dealer Teamwork's staff, the other critical key to the success of Kocourek Chevrolet's new strategy was leveraging Dealer Teamwork's patented [MPOP™](#) platform to manage their website and online advertising content. The MPOP™ empowered them to automatically syndicate content across multiple channels in real-time with a single update. This consistently made Kocourek Chevrolet first-to-market with OEM rebates and incentives on their website, paid search, social media and email campaigns.

Strategy



Kocourek Chevrolet's goal was to become more self-reliant in terms of lead generation by eliminating duplicate vendors and by devising a strategy to spend their marketing dollars smarter. Dealer Teamwork helped Kocourek Chevrolet by optimizing their paid and organic efforts to acquire higher volumes of new users to their site at a lower cost.

To revitalize their organic performance, Dealer Teamwork provided SEO rich landing pages for new and used, model-specific and service-specific content. These pages contain highly relevant, dynamic MPOP™ content such as trim-specific offers with lease and finance information, videos, photos and feature descriptions to name a few.

Kocourek Chevrolet's SEM bidding strategy was optimized for the click to emphasize acquiring new traffic and to focus on keeping cost per click down.

"Dealer Teamwork and the MPOP™ helped us cut duplicate vendors and we now dominate paid and organic search listings in our market. These efficiencies allow us to generate more, higher qualified leads on our own so that we don't have to rely on paying for leads. This, in turn, has led to a 30% lift in traffic and leads for our Chevrolet store since switching to Dealer Teamwork."

Greg Jensen | Chief Operating Officer | Kocourek Automotive Group

Results

The MPOP™ was a huge key to Kocourek Chevrolet's success because it combined the fastest speed-to-market with the highest level of marketing message control they had ever seen. Once content, such as a Chevy Silverado lease offer, was created in the MPOP™, it was immediately syndicated across their marketing channels, like their website and paid search ads.

The MPOP™ also enabled Kocourek Chevrolet to cast a wide net to capture shoppers at every stage of the buying process because generating a model-specific offer in the MPOP™ dynamically produces up to 180 ad variations per model campaign. Whether a shopper was researching features, deals, monthly payments or anything in between, there was an ad tailored to their needs.

With this new strategy, Kocourek Chevrolet improved the visibility of their marketing by consistently showing up in search position one or two, with a **1.7 average position overall**.¹ This domination of the market showed no signs of slowing down because, in only one month, they **gained 15.31% search impression share over all their paid search campaigns**.²

Final evidence of success came from the impressive engagement metrics driven by their new campaigns. Their **clickthrough rate was 113% higher than the Google industry benchmark**¹ across their ad campaigns which led to an increase in hard leads by **driving 18.33% more phone calls month-over-month**² from paid search alone.

¹ All time results measured 5/30/18-8/13/18 on all Dealer Teamwork paid search campaigns.

² 1st full month (6/18) vs 2nd full month (7/18)