

## Dealer Teamwork converts more targeted traffic for Richfield Bloomington Mitsubishi



### About Dealer Teamwork

[www.dealerteamwork.com](http://www.dealerteamwork.com)

- Located in Eden Prairie, MN
- Founded in 2016 and became Google Premier Partner in 2017
- A full-service digital agency creating solutions that help car dealers market their inventory with the best results as simple as possible

### About Richfield Bloomington Mitsubishi

- Part of the Tom Wood Automotive Group
- Dedicated to customer service and the commitment to always having the best Mitsubishi inventory possible
- Serving the Twin Cities area with quality new and used cars

### GOALS

Dealer Teamwork transformed RB Mitsubishi's digital marketing strategy into an easy-to-use process with a focus on the following:

- Drive better traffic, not just more traffic with Dealer Teamwork's patented MPOP™ platform.
- Establish in-sync distribution of offers, incentives, and landing pages to improve conversions.
- Create smarter keyword and location targeting to maximize budget and exposure to sell more cars.

Since purchasing his first franchise in 1967, Tom Wood Inc. has grown to 17 franchises. Richfield Bloomington Mitsubishi (RB Mitsubishi) is one of the most successful dealerships in the Minnesota region and sought to become a market leader in the digital age.

RB Mitsubishi team's experience with digital marketing was ineffective with their prior agency. There was a disconnect between distribution of offers and incentives, which created delays and limited exposure. Updates and the approval chain were very slow between all parties involved. RB Mitsubishi knew that in order to be competitive in this space, they needed a new path. After surveying a number of options, they partnered with Dealer Teamwork, an expert in digital marketing for auto dealerships.

### TARGETED DEALS & OFFERS

Previously, tier 1 distribution failed to effectively connect offers and incentives for appropriate target audiences, sometimes didn't even include all the vehicles and offers available. Updates often took up to seven days, effectively losing 25% of the month. After utilizing the MPOP™, Dealer Teamwork's patented content creation and distribution platform, offers and incentives became effective, targeted, and connected across landing pages, ad copy, and keywords – plus offers went live on the first day of the month.

### RESULTS & METRICS:



350%

Faster vehicle sales than standard inventory when merchandised via the MPOP™.



190%

Increase in conversions over the same period last year.



74%

Decrease in cost-per-click.

## WHY IT WORKED:

### Cutting-Edge Technology

*"We knew we needed a way to get ahead of the digital marketing curve. Dealer Teamwork's MPOP™ platform truly is game-changing. The MPOP™ allows us to do things far faster – minutes instead of hours – and the result is smarter targeting and more efficient promotions."*

Chad Kirchoff, Chief Operating Officer  
Tom Wood Automotive Group

### Powerful Tools

*"When we first examined RB Mitsubishi's situation, it was clear that things needed to line up with each other. Promos, keywords, and landing pages were all out of sync. By aligning these elements and providing powerful tools, we were able to help RB Mitsubishi achieve their goals quickly."*

Katie Donovan, General Manager  
Dealer Teamwork

RB Mitsubishi sells vehicles 4.5x  
faster using Dealer Teamwork's MPOP™

## UNDERSTANDING THE TARGET AUDIENCE

Conversion for a car dealership's search audience can be maximized through smart targeting. In the case of RB Mitsubishi, that meant adapting AdWords into specific target groups connecting their needs ("Can I afford it?") with their wants (specific makes and models) through keywords and landing pages. This allows a searching user to go from a price-driven search query to seeing a landing page with make/model/price info and branded dealership information. This contributed significantly to faster sales for promoted vehicles.

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*"The numbers speak for themselves. Since signing up with Dealer Teamwork and their powerful MPOP™ tool, all of our SEM metrics have seen significant improvements. More importantly, the cars used in SEM promotions get out the door more than four times faster. Their work helps us deliver a better customer experience all around; it's truly a catalyst for our digital marketing success in a competitive landscape."*

— Brent Wade, RB Mitsubishi

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## CONCLUSION:

Under the guidance of Dealer Teamwork, RB Mitsubishi was able to turn around its campaign performance. With the powerful MPOP™ platform, RB Mitsubishi became a regional leader in dealership digital marketing thanks to model-specific landing pages with real-time updates, 180+ versions of ads generated for keyword relevancy and placement, and best-in-class optimization. All of this combined to form the foundation of a long-term digital marketing strategy.

Under the guidance of Dealer Teamwork, Richfield Bloomington Mitsubishi was able to turn around its campaign performance. The process has been so successful that RB Mitsubishi approved budget increases on two separate occasions thanks to strong return on investment. As founder Tom Wood once stated, "Success is not measured by the number of franchises or locations an organization has; it is measured by the people associated with it." By partnering with Dealer Teamwork, RB Mitsubishi has clearly found the people who can power their success in the digital realm.

