

Background

Located only a few minutes Northwest of San Antonio, Boerne Chrysler Superstore sits along I-10 in one of the fastest growing corridors in the San Antonio market. They say everything is big in Texas, and competing within the San Antonio market is certainly a Texas-sized challenge. Boerne Chrysler Superstore owner, Bruce Muhlberg rises to the challenge by creating an edge that propels his store above the competition. For that competitive edge, Bruce turns to the Internet.

But competing with area dealers for Internet sales is becoming increasingly challenging as more and more dealers concentrate their efforts towards the Internet. To stay ahead of the competition, Bruce needs to ensure his dealership website is performing at peak efficiency, delivering leads his staff can convert to sales.

Business Challenge

With growing competition in the marketplace, Boerne Chrysler Superstore was underperforming in the major search engine rankings. Like many dealers Bruce underestimated the challenge of effective search engine optimization. "I have learned that search engine optimization takes more time and attention than I thought. It is an on-going website strategy that takes knowledge, expertise and tweaking on the site in order for continuous ranking performance," Bruce said.

Bruce was looking to increase Boerne Chrysler Superstore's website search engine rankings to drive additional traffic and generate additional leads. Bruce also wanted to increase lead conversions and reduce the amount of time spent administrating his website.

Impact on Business

By ranking low within the major search engines, Boerne Chrysler Superstore was losing website traffic, leads and sales. Website lead conversion ratios were low and valuable time was being spent on website administration.

Solution

Bruce turned to Cobalt and ProCare to provide a solution to his business challenge. ProCare is a proactive service in addition to standard eCare support. An assigned ProCare Advocate works with the dealership to increase website traffic and lead conversion ratios, improve search engine rankings and reduce website administration time. The ProCare Advocate sends monthly performance reports, tips regarding website and search engine optimization best practices and provides feedback and input to the dealer on their website through proactive interaction and website improvements.

"ProCare is able to suggest content changes in a timely manner which are targeted to benefit me on real world performance data," Bruce said. "I can make changes to my site myself, but I also have a designated Cobalt support contact, my ProCare Advocate, that I can contact anytime to have them help me. ProCare continuously provides expertise to get more traffic to my website and more lead conversions once visitors arrive. That's what gives me the best of both worlds."

Results

Since starting on ProCare in August 2005 Bruce has witnessed impressive results. "Last month my traffic and my leads doubled, and I also closed 15% of those leads," Bruce said. "These are good numbers."

Boerne Chrysler Superstore not only increased their website leads, but also increased their lead conversions. Bruce saw email leads increase 50% since beginning ProCare, and lead conversions went through the roof by increasing 136%. "I like how ProCare is always measuring the data," Bruce said.

Bruce has been more than satisfied with the results from ProCare. "I've seen an increase in traffic and leads, and I'm also delivering an additional five vehicles per month and \$10,000 gross profit," Bruce said. "The end result is that it is helping my bottom line."

When faced with a business challenge, Bruce turns to Cobalt. "I'm happy to have Cobalt as my business partner," Bruce said.

Key Highlights



Bruce Muhlberg, Dealer Principle
Boerne Chrysler Superstore
Boerne, TX

Franchises

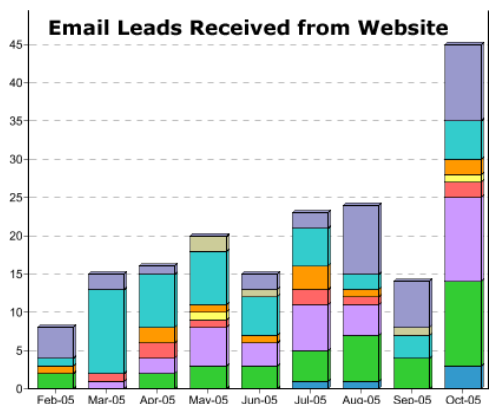
- Chrysler
- Dodge
- Jeep

Cobalt Product

- ProCare

Results

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