

Background

As a charter Acura dealership, Flatirons Imports has been selling Acuras in Boulder, Colorado since 1985. But even with more than twenty years at its current location, Flatirons Acura still required spending valuable advertising dollars to reel in new opportunities.

Brian Scaglia, Internet Director of Flatirons Imports, is responsible for website marketing and Internet sales. Brian was searching for a better way to drive sales while reducing traditional advertising costs. Consistently competing for opportunities in the Denver market with three other Acura dealerships, Brian wanted to refocus his marketing strategy on website branding and improving search-engine results. "Our current advertising was decreasing in value," Brian said. "It was time to shift strategies more towards the Internet."

Business Challenge

Brian wanted to focus marketing efforts on driving traffic to the Acura website and fine-tuning the website to increase lead conversions. At the same time, Brian also wanted to reduce traditional advertising spending. Increasing Flatirons Acura's website search-engine visibility would increase the number of search-engine referrals to the site; resulting in additional website traffic, leads and sales. Brian was also looking to increase website exposure to help promote brand awareness.

"Since shifting to this strategy, we have increased sales while reducing our advertising expense by \$10,000 a month. This has made a big improvement to our net income," Brian said.

Impact on Business

Like most dealers, Brian was unaware of the true costs associated with low search-engine visibility and low lead conversion ratios due to a non-optimized website. "Our search-engine rankings were hurting our business. We just weren't aware of it," Brian said. "Now that we are aware of the impact, we understand what a huge factor it is to our success."

Solution

Brian turned to Cobalt and PowerSearch Complete to provide a solution to his business challenge. PowerSearch Complete is an integrated marketing service which helps dealers implement a results-driven search strategy that drives more quality paid and organic traffic to the dealers Nitra website. PowerSearch Complete ensures that dealer websites are continuously in tune with their print, radio and TV advertising, and are primed and ready to convert more traffic into qualified leads. A PowerSearch Complete Advocate works to optimize the dealer website and implement search strategies to ensure maximum traffic-to-lead conversions.

"When I first learned about PowerSearch Complete, I didn't really understand how it worked or how we could benefit," Brian said. "But after experiencing PowerSearch Complete for several months, it's something we will continue to do. It is definitely impacting our business in a positive way."

Results

Since beginning PowerSearch Complete, Flatirons Acura's unique website traffic has increased 109%. Search-engine referrals have jumped 49%, phone leads have increased 48% and email leads have increased 28%. "I've been very satisfied with the results," Brian said. "We're getting more traffic and more leads and we're selling more cars because of it."

Not only have email leads increased, but phone leads have increased as well. "Since we optimized our website, our phone call volume has increased substantially," Brian said. "The majority of people are getting our phone number from the website. It's become our number one generating source of phone calls. I have the stats that prove it too."

"As a result of PowerSearch Complete, I'm delivering an additional 7 vehicles per month and gaining an additional \$20,000 in gross profit. On top of that, I also reduced my advertising expense by \$10,000. I would absolutely recommend PowerSearch Complete," Brian said. "I just wouldn't recommend it to my competition!"

Key Highlights



Brian Scaglia, Internet Director
Flatirons Imports - Boulder, Colorado

Franchises

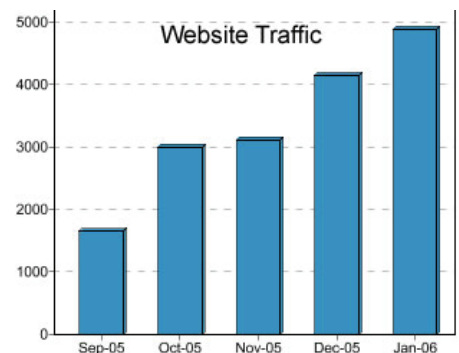
- Acura
- Subaru

Cobalt Products

- PowerSearch Complete
- Nitra Websites
- Prospector
- Media Tracker

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