

Cobalt Marketing Solutions Success Story King Pontiac, Buick, GMC

Background

About an hour from Washington DC there is an auto row in Gaithersburg, Maryland with nearly every automobile brand represented. The Aschenbach family owns seven dealerships with King as their flagship location. The Aschenbachs brought in Marcel Didier in 2008 to drive sales with a focus on re-capturing previous customers while retaining their existing base by upgrading their digital advertising strategy.

Marcel, the e-Commerce Director, has grown to appreciate the results he's gotten using Cobalt's solutions for the past 9 years. "When I came to King" says Marcel, "I told them that the way I'd be able to get the results they desire was by using Cobalt... and those results have certainly proven out."

"If there are dealers out there not using Owner Marketing, they're going backward and losing money."

~ Marcel Didier, e-Commerce Director
King Pontiac, Buick, GMC, Gaithersburg, MD

Solution

King has combined their GM iMR website with their ProCare Advocates hands-on interactivity and partnership to provide them with ongoing strategic and highly proactive enhancements to their digital marketing strategy. As positive as the King staff is about their iMR site and ProCare, Marcel points to Cobalt's Owner

Marketing as the 'best invention he's ever seen in the auto industry'. (High praise from someone who's been in the business for over thirty years).

Conrad Aschenbach, the General Sales Manager, had used other companies before Cobalt, but never had the flexibility he desired to make sure King's personality came through. Conrad comments that, "...other companies don't like to let loose of the reigns, but with Cobalt, we have the flexibility we need to make changes quickly and effectively."

Marcel uses the term 'Concierge' when describing his Cobalt representatives because they get things done for him 100% of the time. He jokes that he and his Advocate should just leave the phone line open because they're always collaborating on projects. The recommendations he receives allow him to 'turn on a dime' when it comes to timely customization of both their site and their Owner Marketing campaigns.

Results

The month-end report provided by King's ProCare Advocate says it all; and it's 'all' about dramatically positive results in every category; phone and email leads, website visitors, search engine referrals and more – see sidebar.

The most staggering of the results isn't on the report though. The folks at King have been able to achieve their dramatically positive results in one of the most challenging climates, ever, while reducing their overall ad spend by 75% monthly.

KEY HIGHLIGHTS

King Pontiac, Buick, GMC
Gaithersburg, MD



Marcel Didier
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COBALT PRODUCTS

- iMR Website
- ProCareSM
- Owner Marketing

RESULTS

- 8 times more email leads
- Search engine referrals up 340%
- Phone leads up 245%
- website traffic up more than 10 times
- 75% reduction in Advertising costs

To learn more about how your dealership can benefit from iMR Websites, ProcCare and Owner Marketing, contact Cobalt today.

Email sales@cobalt.com or call 888.778.7047

