

Cobalt Digital Marketing Solutions Success Story

Dave Delaney's Columbia Buick GMC

Background

Just South of Boston, in Hanover, Massachusetts, Dave Delaney's Columbia Buick GMC has been finding ways to build success for three generations. A fixture in the NE since the 1920's, the dealership in recent years has been leading the industry with its commitment to – and results from – their digital media strategy.

For the last three years, Dave Delaney, Vice President and Owner, has been using Cobalt. Though he was initially skeptical, he soon found Cobalt was able to keep his website more up-to-date than in the past, with far less effort and maintenance on his part.

Delaney states, "We actually had an OEM sponsored closeout special that went up on the website before I even knew it. A prospect called me about it and within 20 minutes the guy was in my showroom buying the vehicle. (He actually came back the next day and bought an additional vehicle for his mom.)"

Dave continues, "Before using Cobalt, we used an ad agency and a competitor of Cobalt's. Neither one of them could keep up with all the promotions and things we wanted to do like Cobalt and the Digital Ad Package do."

Solutions

After using the Buick GMC Digital Advertising Package for two – three month campaigns, due to steadily increasing results, Dave chose to set up his dealership on the auto-renewal program.

Describing the benefit of his Account Advocate, Dave comments, "Our Advocate is persistent and always has ideas for us. It's great because he's able to share successes other dealerships are having around the country that we never would have heard about otherwise."

Results

One of the extremely visible wins for Delaney has been in the way he's been able to increase – double – his incoming leads. He's had so much success with it that he's actually been able to add an additional Internet salesperson.

More importantly, sales have been increasing for Delaney along with lead growth. Using the digital reporting provided by Cobalt, Dave says, "we can see the exact results we're getting for what we're spending. That's shown us that digital is our most effective advertising."

"30% - 40% of our sales comes from the work we do with Cobalt and the Digital Advertising Package."

"50% of our ad spend goes toward digital. It's the most effective effort we make on an advertising basis."

~ Dave Delaney, Vice President and Owner
Dave Delaney's Columbia Buick GMC

KEY HIGHLIGHTS

Dave Delaney's
Columbia Buick GMC
Hanover, Massachusetts



Dave Delaney
Vice President and Owner

www.columbiamotors.com

COBALT PRODUCTS

- Digital Advertising Package
- ProCareSM
- Owner MarketingSM

RESULTS

- Lead Growth of 100 Per Mo.
- Grew From 450 to 900 Leads in Six Months
- 30%-40% of New Car Sales Directly From the Internet
- 61% Increase in Hours and Directions Searches Over 12 Mo. Avg.

Learn more about how your dealership can benefit from Cobalt Digital Marketing Solutions. Contact us today.

Email sales@cobalt.com or call 1-877-333-3138.

