

Cobalt Digital Marketing Solutions Success Story Les Stanford Chevrolet Cadillac

Background

Les Stanford Chevrolet Cadillac has been known as "America's Corvette King" since 1968 when the dealership was built. Just outside of Detroit, in Dearborn MI, they've specialized in speaking "Corvette" and they run one of the most recognizable Cadillac dealerships in the Detroit area. Specialization has caused their business to evolve over the years, but the real revolution has been how they market their business digitally.

The dealership began using Cobalt to implement their digital marketing strategy in 2007 and ran with two sites, but soon found out, "that didn't make any sense."

In the words of Scott Montgomery, Les Stanford's General Sales Manager, "The switchover to Cobalt was made successful by my Account Executive and Advocate who have been there whenever needed... It's worked out very well."

"We find the Digital Advertising Package to be a very worthwhile investment. We just enrolled in the auto-renewal program."

~ Scott Montgomery, General Sales Manager
Les Stanford Chevrolet Cadillac

Solutions

Scott's relationship with his Cobalt team is one that's extremely interactive, from the monthly scheduled meeting with his Account Advocate to review his Digital Ad Package Report and monthly results, to the Owner Marketing campaigns he creates with Cobalt.

His results with the Digital Ad Package have been so strong, that based on his results and confidence in the direction and advice of his Account Executive, he recently chose to sign up for auto-renewal on his Digital Ad Package.

Scott is not an easy sale by any means... He "challenges" his Advocate to justify reported numbers and works hard with his Cobalt team to make sure all web and landing pages are producing results. And, in his words, "I'm always pretty happy with the outcome."

One of the many benefits of the Digital Advertising Package is the ability to just work with Cobalt instead of the challenge of having to coordinate with numerous online media sources in an attempt to do the same thing.

In addition to the Digital Advertising Package, Les Stanford has been utilizing Owner Marketing to drive results for over three years. Montgomery enjoys how quickly an ad is produced and with a simple approval from him, the ad is sent out to over 20,000 people. He says, "The immediate gratification of Owner Marketing just tickles me to death." He adds, "Our CP labor is up to levels it's never been."

A user and proponent of ProCare, Scott states, "It just amazes me when I talk to dealers who don't use the 'Advocate program.' I don't understand it. If you look at (ProCare) as a tool, it's one of the most worthwhile investments I have with Cobalt."

Results

"We can attribute one-third of the people who buy a car from us to our Cobalt site," says Scott. He follows up with, "that's every bit of \$100,000 (profit) a month."

KEY HIGHLIGHTS

Les Stanford
Chevrolet Cadillac
Dearborn, MI



Scott Montgomery
General Sales Manager

www.lesstanford.com

COBALT PRODUCTS

- Digital Advertising Package
- ProCareSM
- Owner MarketingSM

RESULTS

- 1.3 Million Ad Impressions
- Over 1000 Leads Per Month
- \$100,000 in Monthly Profit
- Inventory Searches up 45% Over Rolling 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.

Cobalt[®]

