

Background:

Nestled in the foothills of the Appalachian Mountains, Rooster Bush Chevrolet Pontiac GMC Cadillac in Morganton, and Rooster Bush Chevrolet Pontiac Buick GMC in Lenoir, North Carolina have been selling GM products for over 50 years.

Entrusted with delivering quality service online is Internet Manager Bryan Nightingale. Bryan's customer service enthusiasm and computer science background fuel his quest for revenue growth, while delivering an exceptional online consumer experience. "I was truly excited when I first learned about the GM iMR Program," stated Bryan. "I immediately began visualizing how I could maximize our online presence through the program."

Maximizing Online Presence:

The GM iMR Program provided the dealerships with a unique opportunity. "We were reevaluating our online presence when the roll-out of the GM iMR Program was announced. Our current CRM contract was expiring, and included in our new CRM package was a website that I had setup for both stores," said Bryan. "Since the website was included as part of our contract I didn't want to simply dispose of the site. I devised a new strategy to make our current site compliment our new GM Dealer Websites to maximize our online presence."

Bryan began his new Internet marketing strategy by first upgrading his GM Core Websites to GM PowerSites. "PowerSites are feature rich with the tools our customers demand, creating a more satisfying and engaging online consumer experience with higher lead conversion rates," said Bryan.

Bryan's next step was to make his current site work in harmony with his new GM Dealer Websites. "I integrated them," said Bryan. "Our current site acts like a portal to my GM Dealer Websites, giving me the advantage of multiple organic search result entries. What's important is that consumers find me online." Bryan's strategy is working as

his search engine referrals are up a combined 109% for both stores.

Embracing the Account Advocate:

Embracing the Account Advocate has been a key in helping Rooster Bush maximize their online presence. "You simply can't ignore your GM Dealer Website, even if you have another site or you're locked into a contract with another vendor," said Bryan. "Had I done that, I'd be missing out on sales."

"Our Account Advocate is extremely knowledgeable when it comes to Internet Marketing and has been very responsive to our needs," said Bryan. "Like clockwork, I receive a call each week reminding me about updating specials and offering advice. I like having someone on top of things and watching my back. It's a huge part of what makes the iMR Program a success."

GM iMR Program Results:

How would Bryan rate his satisfaction level with the iMR Program? "I've been extremely pleased with the level of service and the results our dealerships are experiencing with the iMR Program," said Bryan. "On a scale of 1 to 10, I'd rate the program a solid 10." What's Bryan's rationale for giving the program such high marks? "We're seeing steady improvements in our metrics," said Bryan. "If you compare our Q3 numbers against Q2, we've seen our email leads climb 55%, our phone leads jump 134%, our unique website visitors increase 54% and our search engine referrals leap 109%."

What do those numbers mean to Bryan? "Those numbers tell me that our Account Advocate is doing a tremendous job marketing our website," said Bryan. I can't stress enough how critical it is to work closely with your Account Advocate. Success on the Internet takes time, patience and persistence. It just doesn't happen overnight."

Key Highlights



Bryan Nightingale
Internet Manager
Rooster Bush
Morganton, North Carolina

Franchise

- Chevrolet
- Cadillac
- Pontiac
- Buick
- GMC

iMR Program Components

- GM Dealer Website
- ProActive Dealer Care
- GM Tier II Paid Search

Results

- Email leads: up 55%
- Phone leads: up 134%
- Search engine referrals: up 109%
- Unique website visitors: up 54%

"On a scale of 1 to 10, I'd rate the GM iMR Program a solid 10."

Bryan Nightingale
Internet Director
Rooster Bush