



Background:

American Chevrolet and Cadillac, located approximately 60 miles northeast of Indianapolis, began operations in January 2003. Dealer Principal Steve DeAnda spent four patient years of searching until he uncovered the right opportunity to acquire his first dealership.

From the beginning, Steve understood the need to execute successfully online. "We were doing a pretty good job of maximizing our presence online, but we didn't have it all figured out," said Steve. "We just needed something extra that would push us to the next level."

It's a No-brainer:

For American Chevrolet and Cadillac, the push came with the rollout of the GM iMR Program. "My Account Advocate was the key. The Advocate provided recommendations on how to best market our website and how to improve search rankings in our market," said Steve. "As a result, I'm seeing dramatic improvements at every level of our digital marketing."

When asked to describe his initial thoughts after learning about the GM iMR Program, Steve replied "It's a no-brainer. GM has taken the lead and is making a huge investment in digital marketing. As dealers, this is something we all should have already been doing, but even those of us who had a handle on our online marketing can greatly benefit from the consultation of the Advocate. It's a great program that truly has the dealer's best interest in mind."

Customers need to find you first:

Before the iMR Program, one of the issues facing American Chevrolet and Cadillac was their organic search ranking. "We just didn't play the game as well as our competitors," said Steve. "You can have the greatest website, the lowest prices, the largest inventory and exceptional customer service, but if consumers can't find you online then the rest doesn't matter. You need to have

your brand out there and get the consumer to your site first."

Search engine referrals suffered as a result of little effort being applied to SEO (search engine optimization) before the iMR Program. But that all changed after a revamp of the website. Since the start of the program, American Chevrolet search engine referrals have increased 97%. "My Account Advocate has taught me a lot about search," said Steve. "It just goes to show you that I was missing the boat. I'm sure I'm not the only dealer that has come to that realization."

GM iMR Program Results:

When asked to describe his satisfaction with the results to date of the iMR Program, Steve replied "I've been extremely satisfied. I'm generating greater awareness of our dealership, my website traffic has increased, I am getting more leads and selling more cars."

The numbers back Steve's statement. Email and phone leads have jumped an impressive 282%, unique website visitors are up 43%, search engine referrals have climbed 97% and their website conversion ratio is up 173%. "The iMR program is certainly helping our business. Just look at the numbers. The evidence is irrefutable," said Steve.

How do all those statistics translate into sales and revenue? "Our sales have increased 6% as a result of the program, and I've been able to reduce my traditional advertising budget by 10% without negatively affecting sales," said Steve. "Our revenue is up 2% year over year. Although 2% is not a huge number, in a down market it's pretty good. Many dealers I know are headed in the opposite direction."

What's the number Steve puts on the value of the iMR Program? "We're adding an additional \$18,000 per month in net profit," said Steve. "In this business environment, every dollar counts. You just can't afford to leave any money on the table."

Key Highlights



Steve DeAnda
Dealer Principal
American Chevrolet and Cadillac
Muncie, Indiana

Franchise

- Chevrolet
- Cadillac

iMR Program Components

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

Results

- Email and phone leads: up 282%
- Website conversions: up 173%
- Search engine referrals: up 97%
- Unique website visitors: up 43%

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