



**V**atland Honda was finding it tough to compete as a small town dealership located between two large cities. The logistics proved challenging as two larger metro-area competitors crept into their market via the internet by appearing on top of the search engines for the most popular search phrases in their market. Up to this point the dealership relied on 3rd party lead providers for a lot of their leads, but recently realized that those leads were being sold to many of their competitors and the closing ratios and gross profits were shrinking as a result.

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“3rd party lead generators and our competitors were all over the search engines and we had to implement a strategy to be where most of our customers shop – on the internet,” said David Vatland, GM & Vice President of Vatland Honda. The Vatland dealership has been family owned and operated for 3 generations and now David Vatland has done a lot to help the dealership innovate and adapt to today’s digital landscape.



on top of the most popular search engines in their market,” said AJ LeBlanc, Vice President, [www.Car-mercial.com](http://www.Car-mercial.com), the company Vatland uses to manage their Search Engine Marketing strategy. “We produce, distribute and optimize positive videos to appear on top of search engine results for the most popular phrases customers use to shop for a vehicle in Vatland’s market area.”

## The Bottom Line

### What They Do:

1. Increase consumer traffic by appearing on the top of search engines for the most popular search phrases in their market.
2. Produce, Distribute and Optimize online positive videos that appear on page one of the top search engines and that promote and drive customers to their website.
3. Customers view the positive videos that promote their dealership and drive customers to their website
4. They generate more website leads that have a lower cost and higher closing ratios and gross profits.

### Resources Dealer Uses:

1. Lead Providers: Dealix
2. SEO & VSEO: [www.Car-mercials.com](http://www.Car-mercials.com)
3. DMS: ADP

### Recommended Actions:

1. Identify what the most popular search phrases customers use to shop in your market.
2. Create and implement a strategy to appear on page one results for the most popular search phrases in your market for the vehicles you sell.
3. Hire a vendor with proven track record to generate page one results for the majority of the most popular search engines. Make sure the vendor can implement a blended strategy that combines traditional SEO and VSEO.
4. Produce and distribute positive videos that build your brand and drive customers to your website, phone or dealership and optimize those videos to appear on page one.
5. Track progress by measuring your search ranking, website traffic, and leads.
6. Once you have increased your website leads through your own search marketing efforts, you can evaluate the closing percentage and average gross profit of your existing lead providers to determine which ones you can cut and which ones are worth keeping.