

BEST WAY MOTORS

THE OBJECTIVE

Best Way Motors was looking for a cost-effective way to target their customers and encourage them to buy cars from them. Coming out of the Covid-19 pandemic, this was increasingly harder to do with the shortage of cars on the market. They knew that if they could get people to come to their dealership, they would do whatever was necessary to make it work.

THE SOLUTION

With their goal of driving customers to their location, we used their budget towards Google PPC to maximize their exposure to their targeted audience at the point of sale. We targeted people within driving distance of their storefront and those who were doing relevant auto searches.

Tactics Included:



Pay Per Click

THE RESULTS

Between October 1, 2021 - April 6, 2023 we have served 156,925 impressions of their ad on Google gaining 13,619 clicks to their website giving them a click through rate of 8.68%. The national average for PPC campaign click through is somewhere around 1% and Google claims a stellar campaign to have a click through rate of about 5%. This campaign has allowed Best Way motors to have their best years EVER during a very hard time in the auto sales industry.

156,925 TOTAL IMPRESSIONS

13,619 CLICKS

8.68% CTR

CLIENT TESTIMONIAL



Even with overcoming all the obstacles dealing with Covid of not being able to get inventory or customers, we have been able to exceed our expectations by working with Influence Digital Agency. Being unfamiliar with this space of advertising, you guys helped us put the plan together to have one of our best years ever even in these trying times.



Lee Haun
Owner, Best Way Motors