

Jeep

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DIGITAL MARKETING

How we learnt people like to call

We introduced call-tracking to Jeep Montana's Google AdWords Account and the results were outstanding.



Welcome to our brand new Jeep dealership now open in Montana, South Africa as of October 2016

Opening a new shop anywhere in the world is never an easy task, it does become a little easier when you have a brand name as strong as **Jeep**, however, you still need the right marketing strategy to attract those clients who don't know of your new location.

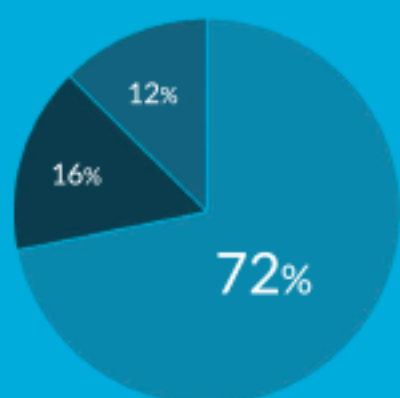
Interexcel Digital Marketing partnered up with Jeep Montana and made their new dealership launch a success by:

- A search campaign targeting their brand and related keywords
- A display campaign to raise awareness in the local area
- A remarketing campaign to convert return visitors
- Highly optimised landing pages focused on mobile visitors
- Call-tracking software to track all calls made from our campaigns
- Heatmap and recording software to track user experience

Through continual testing and analysis, we found that **4/5 users prefer to call** rather than to complete the on-page contact form when visiting our landing pages.

1,359

CALLS: MARCH - MAY 2017



TOTAL SESSIONS IN 2017

- Mobile - 8,236 Sessions
- Tablet - 1,443 Sessions
- Desktop - 1,791 Sessions



What qualifies as a conversion to you?

By clearly defining Jeep's goals we concluded that each lead qualified as a conversion for the company. In turn, we ensured that our landing pages offered visitors as many communication mediums as possible, which includes - a phone number, LiveChat and a contact form. Seeing as most of our traffic came from mobile devices, we optimised our pages accordingly and placed our focus on converting as many calls as possible.

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4 OUT OF 5
CONVERSIONS ARE CALLS

400%

INCREASE IN CONVERSIONS
FROM FEB TO MAR 2017

52%

FEB

67%

MAR

79%

APR

MOBILE TRAFFIC



How We Used The Mobile First Approach

Different businesses and industries perform differently on every device on their AdWords campaigns. In order to best optimise your campaigns for conversions, you need to understand how your target market interacts with your business and which method of communication is most utilised to contact your business.

We noticed that our conversions were a little low when beginning Jeep's campaigns, on further investigation, we implemented Call-Tracking software and saw a spike in the conversion rates on the account.

Upon the realisation that most people prefer to call the business, we began redesigning our landing pages, ensuring the best experience for mobile users. We added call-extensions to each of our campaigns and replaced our static numbers with click-to-call links on each page.

We also raised our bids for mobile devices and found the most popular times people prefer to call.



“The majority of internet usage will be done via a mobile device and for most people the mobile web will be their primary, if not their only, way of experiencing the internet.”

- Peter Rojas, Gizmodo