

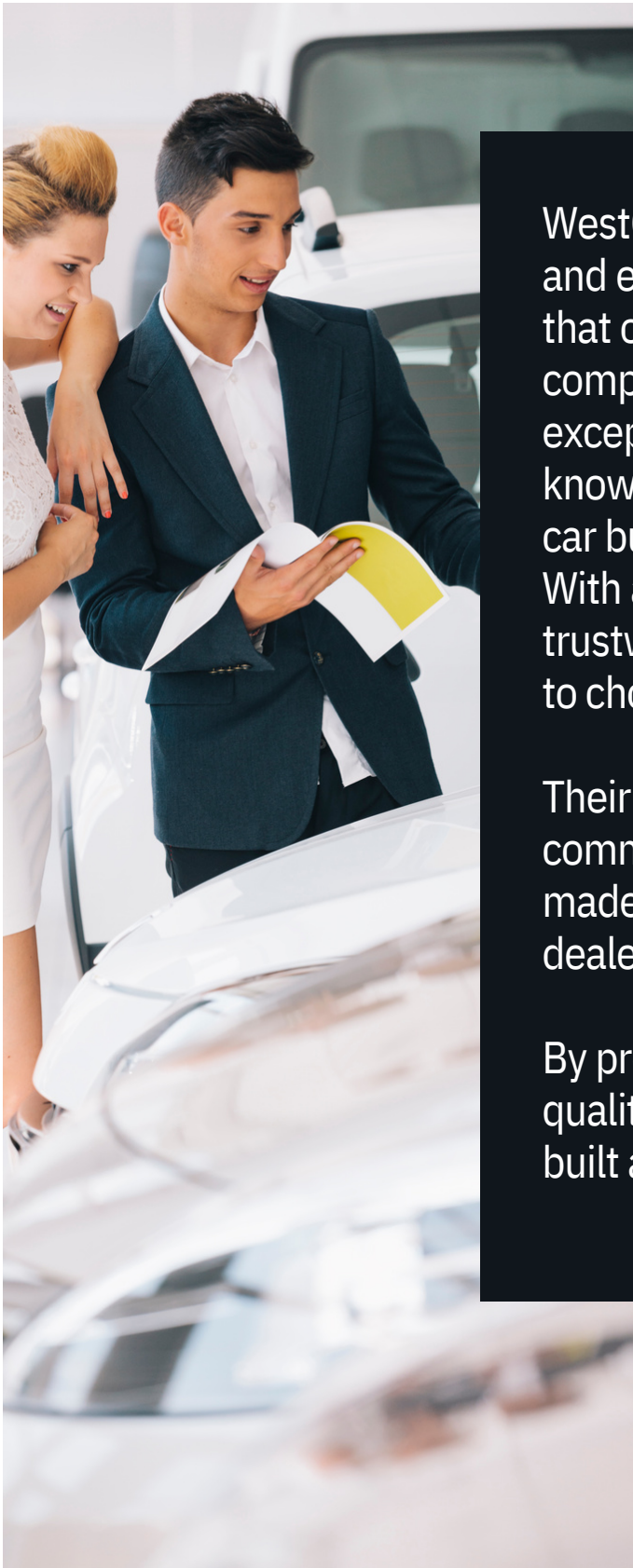


AUTOMOTIVE LEAD GENERATION SERVICE

"How we scaled inbound qualified leads for a growing auto dealer and grew revenue by 50% in 3 months."

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THE CLIENT

WHO ARE THEY?

WestCan Auto Finance is a highly trusted and experienced auto finance company that offers qualified car leads at competitive market prices. Their exceptional customer service and knowledgeable team ensure a stress-free car buying experience for their customers. With a reputation as a reliable and trustworthy company, WestCan is the go-to choice for many car buyers.

Their expertise in the industry and commitment to their customers have made them a preferred partner for dealerships looking for qualified car leads.

By providing great market prices and quality service, WestCan Auto Finance has built a strong reputation in the industry.

WHERE WERE THEY BEFORE WORKING WITH US?

The auto dealer had great exposure to walking and drive-by traffic, which had sustained their revenue for several years



THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

The dealership was facing increased competition, not nearby, but from online competitors. They knew they had to make a shift and start generating demand online to stay up to date with the competition.



WHAT DID WE DO TO SOLVE IT?

We start by building a foundation for their online presence by creating the most important digital profiles for them, and prepared a detailed content and lead generation strategy to launch with.

We started with several experiments and deployed a data-driven campaign to drive inbound leads for auto consumers.



THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

We were able to start collecting inbound leads right away, and within 2 months, were capturing qualified leads at well below market standards.

(market standard is around \$100-\$120/lead during a campaign).



CLIENT IMPACT STATEMENT

Not only were we able to drive a consistent and growing flow of leads to the client, they were selling vehicles to approximately 20% of those leads that came in because of the campaign.

**ARE YOU READY TO SCALE YOUR BUSINESS WITH
MARKETING STRATEGY & LEADERSHIP?**

CALL TODAY
1.780.604.5454

Ask For Cameron

