



DIGITAL MARKETING 2017 CASE STUDY OCFIAT.COM



| 2017 CASE STUDY

DIGITAL MARKETING | ONLINE GROWTH

Orange Coast Fiat sold 170 units in August 2016 (most ever by a single dealership in the US). In September 2016, they surpassed 200 units per month. They have maintained their status as the largest volume US Fiat dealership and the 2nd largest FIAT dealer in the world. In March 2017 they hit an astounding lead form conversion rate of 4.57%, more than 2x the national average. Nearly 100% of their marketing budget is digital.

**ORANGE
COAST**  

URL: www.ocfiat.com
Phone: (877) 473-9975
Address: 2524 Harbor Blvd
Costa Mesa, CA 92626

| THE OBJECTIVE

In an environment where many were unable to successfully operate their Fiat dealership, Orange Coast Fiat was looking to be the elite.

They believed they could be one of the largest dealerships in America. Ultimately, Fox Dealer helped them achieve that on an international scale.

THE SOLUTION

PRODUCTS

Websites
SEM
Graphic Design
SEO
Email Marketing
Reputation
Social Media
Video

APPROACH

- Custom fully responsive designed website
- Advanced SEO & link building
- Aggressive keyword strategy managed by humans

STRATEGY

- Carefully monitored and frequently adjusted campaigns for optimal performance
- Ensured proper utilization of space
- Aggressive vehicle offers accompanied with eye-catching banners sitewide

CREATIVE EXAMPLES





#1

Fiat dealer by volume in the USA & #2 in the world

4.57%

conversion rate on forms, an industry leader

110%

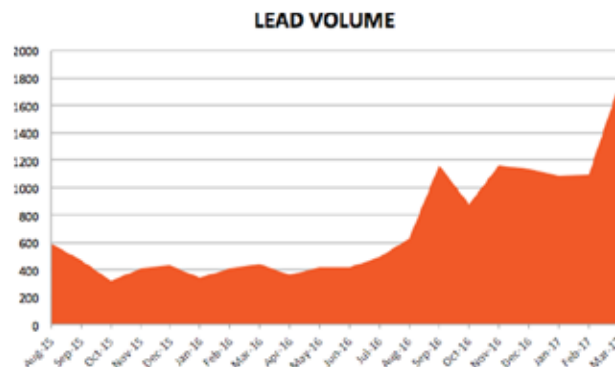
increase in traffic to the site over 20 months

THE RESULTS

3X GROWTH IN TOTAL LEAD VOLUME
(PHONE CALLS & FORM LEADS)
GROWTH OF 193% IN 20 MONTHS

LEAD VOLUME GOAL COMPLETION

Aug-15	591
Sep-15	471
Oct-15	316
Nov-15	411
Dec-15	435
Jan-16	339
Feb-16	411
Mar-16	439
Apr-16	366
May-16	419
Jun-16	419
Jul-16	491
Aug-16	627
Sep-16	1,160
Oct-16	880
Nov-16	1,166
Dec-16	1,129
Jan-17	1,086
Feb-17	1,096
Mar-17	1,734





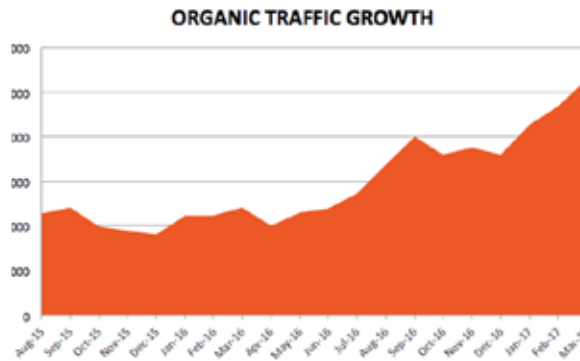
INDUSTRY LEADING 4.57% CONVERSION RATE ON FORMS

Month Index	Goal Completions	Conv. Rate	CALLS	FORMS	ALL SESSIONS	Unique Users	Form Conv. Rate for Unique Users
Aug-15	591	2.4%	221	370	24,804	8,791	4.21%
Sep-15	471	3.9%	241	230	12,174	7,197	3.20%
Oct-15	316	3.0%	144	172	10,597	6,810	2.53%
Nov-15	411	3.3%	181	230	12,347	7,947	2.89%
Dec-15	435	3.8%	219	216	11,361	6,668	3.24%
Jan-16	339	3.2%	193	146	10,584	6,547	2.23%
Feb-16	411	3.8%	244	167	10,887	6,677	2.50%
Mar-16	439	3.8%	276	163	11,416	6,895	2.36%
Apr-16	366	3.2%	244	122	11,553	6,671	1.83%
May-16	419	2.1%	272	147	19,592	9,897	1.49%
Jun-16	419	2.4%	270	149	17,773	8,467	1.76%
Jul-16	491	4.1%	312	179	12,001	7,190	2.49%
Aug-16	627	3.2%	357	270	19,594	13,033	2.07%
Sep-16	1,160	6.2%	664	496	18,738	11,122	4.46%
Oct-16	880	4.0%	553	327	22,072	14,750	2.22%
Nov-16	1,166	5.9%	671	495	19,876	12,284	4.03%
Dec-16	1,129	6.0%	652	477	18,810	11,609	4.11%
Jan-17	1,086	5.4%	653	433	20,216	11,904	3.64%
Feb-17	1,096	4.2%	693	403	25,823	15,933	2.53%
Mar-17	1,734	5.8%	890	844	30,143	18,457	4.57%
TOTAL	13,986		7,950	6,036	340,361	198,849	2.92%

Growth % from Aug. '15 to Mar '17	193%	141%	303%	128%	22%
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THE DATA

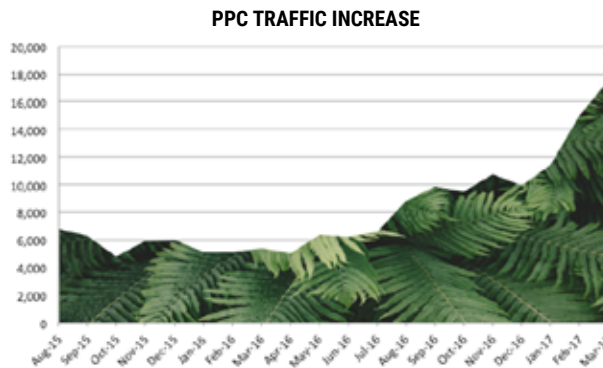
2X GROWTH IN ORGANIC TRAFFIC
132% INCREASE IN
ORGANIC TRAFFIC IN 20 MONTHS



Organic Traffic

Aug-15	2,271
Sep-15	2,404
Oct-15	1,985
Nov-15	1,893
Dec-15	1,802
Jan-16	2,228
Feb-16	2,226
Mar-16	2,405
Apr-16	2,006
May-16	2,294
Jun-16	2,394
Jul-16	2,737
Aug-16	3,385
Sep-16	4,012
Oct-16	3,592
Nov-16	3,752
Dec-16	3,597
Jan-17	4,268
Feb-17	4,685
Mar-17	5,274

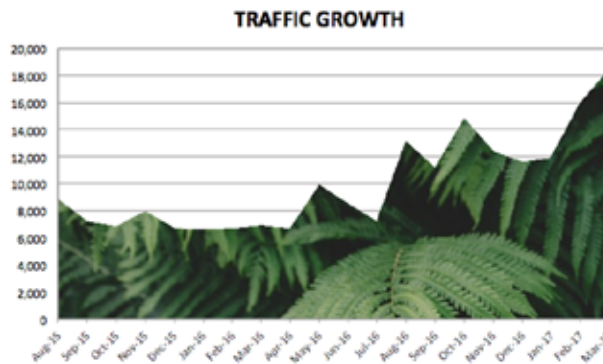
PPC TRAFFIC INCREASE OF 157%
WHILE MAINTAINING STRONG
CONVERSION RATES



PPC Traffic

Aug-15	6,789
Sep-15	6,263
Oct-15	4,762
Nov-15	5,894
Dec-15	5,954
Jan-16	5,077
Feb-16	5,085
Mar-16	5,419
Apr-16	5,027
May-16	6,389
Jun-16	6,181
Jul-16	6,610
Aug-16	8,851
Sep-16	9,880
Oct-16	9,488
Nov-16	10,756
Dec-16	9,904
Jan-17	11,397
Feb-17	14,973
Mar-17	17,493

3X GROWTH IN WEBSITE TRAFFIC
110% INCREASE IN TRAFFIC
GROWTH TO THE SITE
IN 20 MONTHS



Traffic Growth- Unique Users

Aug-15	8,791
Sep-15	7,197
Oct-15	6,810
Nov-15	7,947
Dec-15	6,668
Jan-16	6,547
Feb-16	6,677
Mar-16	6,895
Apr-16	6,671
May-16	9,897
Jun-16	8,467
Jul-16	7,190
Aug-16	13,033
Sep-16	11,122
Oct-16	14,750
Nov-16	12,284
Dec-16	11,609
Jan-17	11,904
Feb-17	15,933
Mar-17	18,457



ABOUT FOX

Fox Dealer is a full-service automotive digital agency based in Pasadena, California. Fox specializes in custom Websites and Design, effective Search Marketing and advanced conversion methods such as Video Retargeting.

As a Google Premier Partner and the go-to provider for many of the top dealerships in Southern California, the Fox name is quickly becoming synonymous with excellence; proving beautiful sites do yield high conversions.

Fox's impressive performance is backed by consistent, always responsive 24/7 dealer support. Technology is nothing if it's not accompanied by a WOW experience and executed by great people. From contract to completion, dealers find Fox's caliber of talent to be unparalleled.

For more information:

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