

Low Book Sales

QUICK FACTS

Company Name
Low Book Sales

Location
Salt Lake City, UT

Website
LowBookSales.com

Industry
Used car sales and repair service

- Key Challenges
1. Find a way to get more qualified leads to the website and get more conversions (leads).
 2. Fulfill the CEO's edict to dominate the Web in their market.

- Solution
- SEO Training
 - Keyword Research
 - Link-building
 - PPC Management

- Result
- Doubled Web traffic
 - Doubled leads
 - Close rate from online leads went from 4% to 14%

"We're the most-recognized used car dealership on the radio. We're the most-recognized used car dealership on television. On the Internet, our competition is eating our lunch," said Low Book Sales President and CEO Dave Nielson. As a CEO accustomed to dominating his market with his advertising, Dave had high expectations for his company's online efforts. That's when he gave his newly-named Web Marketing Manager this edict: Make Low Book Sales as dominant on the Web as it was in radio and television.

Travis Irish, the new Web Marketing Manager, had been with the company about five years and when sales started to slow with the recession, Dave tapped him to handle all the Web marketing. It was a tall order. Especially considering that they had tried Web Marketing companies before who'd failed, despite glittering promises.

Putting Past Failures Behind

They had a decent website but it really wasn't getting them much in the way of good leads. To remedy this they had tried three different SEO firms and had been burned each time. "The meter was running on everything we did," said Travis. "For all the good they did, we felt like we'd hired a grossly overpaid word processor. They tried to make it look like some magical process so they could justify charging us \$2,000 a month." With Travis in charge, they tried Crexendo, a Web Marketing company based in Orem, Utah.

A New Approach

"Crexendo took the mystique out of it for us," Travis said. "Right away they 'forced the wizard out from behind the curtain'. That established our trust right away. They focused on conversion and taught us the process of captivating our audience and providing them with what they want." Next, they went to work building many more sites to use as lead conduits. They have 61, so far.



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“...it's not enough just to have a website.”

“Our Web strategy comes down to making sure we're not missing any opportunities.”

“In today's Internet environment, it's not enough just to have a website,” said Travis. “You have to have a network of sites capturing Web traffic and generating leads. Because we chose the right Web Marketing company, we got a whole network of lead-generating sites for the same price we would have paid to have other companies work on just one.”

Travis produced 48 pages worth of organic content on his own to help their SEO. He was already somewhat familiar with SEO and got about 12 hours of training from Crexendo.

“Crexendo got us off to a great start with paid search but the training helps you fine-tune your web marketing and see it for the science it is.

They started with Crexendo's Gold package, then upgraded to the Platinum when they began to see what they could do with it. Crexendo provided them with SEO training, keyword research, link-building, and PPC management. Travis works full time on the company's Web presence now.



The Results

Within four months of beginning their efforts, service leads for Low Book Sales shot up. Their search engine rankings rose dramatically, their web traffic doubled, and so did their online leads. Best of all, the quality of their leads went up. Their close rate from online leads went from 4 percent to 14 percent.

When asked how Low Book Sales is doing against their online competition now, Travis grinned and said, “We're suffocating them.”

Indeed, in most of the search terms they monitor, Low Book Sales sites come up as number one or two. Their sites appear on page one as many as five times on some search terms. Their increase in total traffic represents a 286 percent improvement.

“We wanted market share and we got it,” Travis said. “Our Web strategy comes down to making sure we're not missing any opportunities.”

Next On The Agenda

At Low Book Sales, they never sit still. Their year-end goals include increasing their lead conduit sites from 61 to 100, their paid search clicks from 4,500 to 9,000 without spending any more money, and their site visitors from 25,000 to 36,000.

Travis said, “Everyone who expects to compete has a website. But when the boss says he wants to be number one, it's time to find a partner who can get you there.”

Low Book Sales
www.LowBookSales.com
801.428.0415


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