

LEADS LEADING SUCCESS

How We Helped One Entrepreneur Build A Dealership Empire By More Than **Doubling** Their Digital Leads



GRAVITATIONAL MARKETING®

CASE STUDY

THE GOAL

Joe Clemons of Capital City Motor Company wanted to close more sales and **increase his sphere of influence** before opening 2 new dealerships. To accomplish this, he needed more leads. As a long-time Gravitational Marketing® client, Joe was already familiar with our proven strategies and dedication to results—so he turned to us to create a plan that fit his budget.

His goal was to **double his current monthly lead count** while strengthening his brand.

THE IMPACT

Monthly Leads

FROM 500 TO 2000+

Cost Per Lead

LESS THAN \$15

Units Sold

DOUBLED

**AFTER LAUNCHING
GOOGLE ADS PRESENCE**

HERE'S WHAT WE FOCUSED ON

- 1 LAUNCHED A DIGITAL BRAND CAMPAIGN TO PROTECT HIM FROM COMPETITORS**
- 2 OVERHAULED AND OPTIMIZED DIGITAL PRESENCE IN FACEBOOK AND ON GOOGLE**
- 3 PROVIDED LANDING PAGES, SCRIPTS AND OTHER TOOLS TO HELP CONVERT LEADS MORE EFFICIENTLY**

THE RESULTS

Joe knew increasing his digital marketing was the fastest way to grow his business. And after past success with Gravitational Marketing in digital and traditional media, he knew we were the only people for the job.

Once we ratcheted up his digital presence, we doubled Joe's lead count—he currently averages over 2000 leads per month. We lowered his Google cost per lead to an average \$7.42 as compared to the industry standard of \$42.95*. And after just one month with a full Google Ads presence, his cars sold doubled from 17 to 30 at just one dealership. An average that has been steadily increased month over month as we've optimized his accounts.

*Average cost per lead in Google based on this article from WordStream:
<https://www.wordstream.com/blog/ws/2021/10/13/search-advertising-benchmarks>

According to Joe, "working with Gravitational Marketing is one of the greatest moves I've made in my career." That's why he trusted us to build and scale his digital marketing presence. We're here to help as your goals grow and evolve—that's why Gravitational Marketing® is the last digital marketing agency you're ever going to need.