



REACHLOCAL'S DIGITAL MARKETING SOLUTIONS MEAN THAT PHIL GILBERT CAN REACH CONSUMERS AT MULTIPLE POINTS ALONG THEIR CAR-BUYING JOURNEY.

PHIL GILBERT MOTOR GROUP

CHALLENGE

The Phil Gilbert Motor Group had previously been using traditional methods of advertising such as radio, television commercials, flyers and weekly newspaper ads. However, with more people researching online, they knew that they had to evolve in order to keep up with their customers. Rebecca approached ReachLocal because she was interested in a live chat solution as this was relatively untapped within the dealership network.

SOLUTION

Phil Gilbert commenced using Live Chat on their website along with getting ongoing digital marketing support from their dedicated specialists. The relationship developed from there. Within no time, they expanded their digital strategies to incorporate Search Engine Advertising, SEO and Remarketing. Through these different channels Phil Gilbert was able to offer their customers information about their products and services at the time they needed it. They no longer relied on the weekly print ads and traditional marketing. They were able to reach more prospects at different points along the car-buying journey.

RESULTS

Phil Gilbert has been able to measure ROI with their particular digital strategy. They've seen an increase in website traffic with over 7x the amount of people visiting the site organically every month. Over 2,000 leads have been generated through Live Chat over the period of one year.

"The team at ReachLocal have always been really proactive from the time we first met and have had a genuine interest in understanding and evolving with our business, the industry and our needs."

*Rebecca Browne
Marketing Manager
Phil Gilbert Motor Group*