

Liquid Motors Solution Enhances Elder Chrysler Dodge Jeep Internet Marketing Presence

Business Situation

Because the Internet is the “Land of Opportunity”, Internet marketing is a critical component of an automobile dealership’s marketing strategy. The ever-increasing number and wide variety of dealerships online has made it challenging to stand out and attract customers. Charles Gunter, eCommerce Director for Elder Chrysler Dodge Jeep, knows all too well that partnering with an Internet marketing company offering a totally comprehensive solution is critical for a dealership’s continued success. The results-driven eCommerce Director relies on Liquid Motors for the total inventory management and online marketing package needed for Elder Dodge to reach optimal performance.

Internet Marketing Strategy

OptiSite, the Liquid Motors enhanced dealer website solution, was chosen by Elder Dodge to expand the online presence of the dealership in this highly competitive automobile market. When asked what attracted the dealership to the Liquid Motors platform, Mr. Gunter said, “The Liquid Motors OptiSite solution was selected for its user-friendly functionality, simple navigation and the ability to immediately make changes at the touch of a button. You have to be quick-on-your-feet in this ever-changing environment. Liquid Motors allows us to list our vehicles and make changes to our site up to 10 times faster than our previous provider, giving us a tremendous competitive advantage.” As far as monitoring the website traffic, Mr. Gunter added, “The Google Tools integration on our OptiSite has the web analytics solution to give

us valuable insights into the elderdodge.com traffic and to evaluate our marketing effectiveness. Before teaming with Liquid Motors, our website traffic was virtually non-existent. Thanks to the search engine optimization on our site, we now have an impressive Google ranking and have seen a 250% increase in our leads generated.”

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- Charles Gunter, eCommerce
Director Elder Chrysler Dodge Jeep

The Liquid Motors AccuData Inventory Management System has rewarded Elder Dodge with an unrivaled dealer inventory management solution. To create an interactive marketing message for their customers, AccuData Enhanced Vehicle Videos was implemented. “This Liquid Motors feature gives Elder Dodge the opportunity to further brand our dealership and increase our visibility on the top search engines which has lead to increased traffic on our website.” The Liquid Motors Pricing Analysis tool is another beneficial feature of the AccuData marketing solution that Elder Dodge relies on. “The Pricing Analysis tool is a tremendous asset for our dealership, we can avoid over-pricing ourselves out

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of the marketplace and under-pricing ourselves and losing profit. It gives us an instant pulse on the competition's pricing allowing us to price our inventory effectively."

Because Liquid Motors offers the most feature-rich Internet platform to sell vehicles on eBay Motors, Elder Dodge chose this tool to further streamline their marketing efforts. "Since adding the eBay Marketing System, I have sold vehicles to every state across the US from my desk in the small town of Athens, Texas!", Mr. Gunter said and added, "This simple tool has been a tremendous benefit for our dealership, freeing up my time by 50% and increasing our monthly sales by 300%."

The exceptional Liquid Motors Account Management and Customer Support departments have always been a tremendous influence on the successful relationship with Elder Dodge. According to Mr. Gunter, "One of the greatest attributes of our Liquid Motors partnership is the constant connection with Account Management and Support that is available to us 24/7, and their ability to anticipate what our needs are. I am always offered suggestions to improve what we are doing and how to take full advantage of the Liquid Motors system." Gunter added, "Resolution of any issue is always quick and painless, in fact, it is usually resolved before I hang up the phone."

Results

In this rapidly-changing market, the partnership between Elder Chrysler Dodge Jeep and Liquid Motors continues to grow and evolve. "The value we receive from the Liquid Motors solution enables us

to maximize our online presence and continues to exceed our expectations. Our Internet success has more than doubled as a result of using the tools within the Liquid Motors system and we have become one of the largest dealers in the East Texas region." He summed it up with this analogy, "For our dealership, the Liquid Motors system is like a glove on a hand, it just fits well."

About Elder Chrysler Dodge Jeep

In 1984, Elder Chrysler Dodge Jeep opened their doors in Athens, Texas. Over the past 27 years, hands-on owner, Hayden Elder, and his dedicated staff have ensured that every detail of the dealership has been crafted with the customer in mind. This "small town" East Texas dealership attracts customers from all across the state and is recognized as one of the highest rated Chrysler dealerships in the nation. Elder Chrysler Dodge Jeep dealership is one of the largest dealers in East Texas and prides itself on earning the Five Star rating for customer service and sales.



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