

With Liquid Motors Solution Hoyte Dodge Experiences Optimal Internet Marketing Performance

Business Situation

Due to rapidly changing and evolving technologies and innovations, staying at the forefront of Internet marketing for the automotive industry is a constant challenge for a dealership. Hoyte Dodge Chrysler Jeep, in Sherman Texas, depends on eCommerce Director, Don Bannister, to handle this challenge by leveraging the benefits of and viewing the Internet differently. Who does Bannister depend on to deliver a comprehensive Internet marketing solution for Hoyte? Liquid Motors.

Internet Marketing Strategy

To successfully broaden Hoyte Dodge's Internet marketing presence, the dealership chose OptiSite, Liquid Motors' enhanced custom dealer website solution. According to Mr. Bannister, several characteristics of the Liquid Motors platform were of significant interest to the dealer, "First and foremost, the innovative Liquid Motors OptiSite solution was chosen for the customization and flexibility it offers. This tool allows us to move in one direction and the ability to stop, make changes and redirect at any time, depending on the market. You have to adapt in this fluid market at all times, without this mobility you severely limit your success and your future." Mr. Bannister said, "Before converting to OptiSite, our website had severe limitations. Thanks to the content management system on our Liquid Motors website, what previously took 7-10 days to modify can now be realized within a day.", he added, "The previous Hoyte website was only getting 30-40 hits per day, because of the search engine optimization

architecture of our Liquid Motors OptiSite solution , our traffic has jumped over 500%."

"Because of our Liquid Motors solution, our traffic has jumped over 500%." - Don Bannister, eCommerce Director Hoyte Dodge

Using the Liquid Motors AccuData Inventory Management System has rewarded the Hoyte dealership with faster listings of vehicles, higher page views and more Internet marketing leads. Since 87% of car shoppers state that video helps them decide which vehicle to purchase, Hoyte realized the relevance of Liquid Motors Enhanced Vehicle Videos, and added this AccuData feature to bring their inventory to life. According to Mr. Bannister, "As a result of adding Vehicle Videos, potential buyers are actively engaged and spending more quality time with the Hoyte brand. Since adding enriched content, we have experienced a 40% increase in average time each visitor spends on our website."

Being a "one-man-show", Mr. Bannister is drawn to effective Internet tools that streamline his marketing efforts. Leveraging no-cost vehicle classifieds for leads is one of the most cost-effective and time-saving Internet marketing strategies a dealership can implement, therefore, the Liquid Motors Craigslist tool was added to Hoyte's marketing arsenal. Mr. Bannister affirmed, "The Craigslist tool, bar none, is

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one of the most beneficial tools on the market. With the simple click of a button I can generate multiple custom templates with unlimited photos and full vehicle descriptions. Craigslist is such a critical, but tedious task to do manually, this Liquid Motors tool alleviates my load and allows me to focus on other dealership issues.” He added, “The benefits are staggering, Hoyte is basically saving one full-time, 40-hour-per-week employee due to the speed and effectiveness of the Craigslist tool, and, in the last 30 days, the tool has turned 210 referrals from the vehicles on those sites. That is an average of more than one lead per vehicle.”

The superb Customer Support and Account Management experience consistently offered to Hoyte Dodge was yet another reason the dealership continued to invest in their relationship with Liquid Motors. Mr. Bannister explained, “The depth of knowledge and information Liquid Motors has to evaluate a different approach or product and to adapt as needed is invaluable”, he added, “Whenever we have an issue, Liquid Motors always jumps through hoops to get it corrected quickly, even when it isn’t their problem to fix! I can trust their proactive stance and I know they are available to me 24/7.”

Results

As the results quickly affirmed, Hoyte Dodge was correct in the decision to further employ the services of Liquid Motors. By implementing the Liquid Motors solution, this forward-thinking Internet marketing expert was able to help boost the Hoyte Dodge dealership to the top of the market. “Hoyte hit the number one slot in our district!”, Bannister proudly stated, “The Liquid Motors tool is measurable, it is absolutely contributing to the successful outcome of our investment.”

About Hoyte Dodge

Hoyte Ridlehuber opened Hoyte Dodge Chrysler Jeep in the summer of 1996. Located in Sherman, Texas, just north of Dallas, the Hoyte dealership draws customers from all across the Dallas/Ft. Worth metroplex and surrounding areas. Hoyte has more than 50 employees, which share Ridlehuber’s original vision of providing an excellent experience for every customer, from new and pre-owned vehicle sales to the parts and service departments. Hoyte Dodge Chrysler Jeep boasts the Five Star rating for customer service and sales, and is one of the leading automotive dealerships in the state of Texas.



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