

# Search Marketing Study

A look into the Internet Marketing  
success at  
Infiniti of Santa Monica



# Infiniti Search Marketing Case Study

---

*Take back ownership of your Internet sales model.*

## Introduction

The Pasch Consulting Group was hired in April 2007 by Infiniti of Santa Monica (ISM) to increase Internet leads and sales for the dealership using our unique Internet Marketing strategies. The Southern California dealership was looking for a General Manager and Steve Rudkin was hired for the job based on his success as GM at Circle BMW in New Jersey.

Circle BMW is also a client of PCG and Steve was our lead contact for our Internet Marketing work at Circle BMW. So when Steve “headed west” for Santa Monica, we got a call a few weeks after he started to replicate our success at Circle BMW with Infiniti of Santa Monica.

When we first looked at the Infiniti of Santa Monica (ISM) website, which was created by a company called Dealerskins, we noticed that the flash based design was not helping Infiniti of Santa Monica with organic search. Actually, the Dealerskins design was slowing the dealership’s ability to get on Google and Yahoo Page One due to factors inherent in the website design. The problem ISM had with their website is common in the automotive industry. Car dealers have been sold a packaged web solution that in most cases has ignored the importance of organic search engine marketing.

The goal of Organic Search Marketing (OSM) is to have a website appear on Google Page One or Two for hundreds of common search phrases without having to pay for advertising. Paid advertising, also called Pay-Per-Click (PPC), has a place in automotive marketing but PPC cannot be a dealer’s only weapon in generating quality car sales leads. Less than half of the consumers who surf the web click on paid ads when searching for a new or used car.

This case study documents a portion of the success we have had with Infiniti of Santa Monica. A full report cannot be created without giving away some trade secrets and our competitive edge. The proof, they say, “is in the pudding.” It is hard to type in Infiniti search phrases that include the word California, California towns or Infiniti car models which do not bring up ISM marketing sites. We encourage you to read further to see some of the specific marketing goals we have achieved.

## Purpose of the ISM Case Study

This case study is designed to challenge **Infiniti dealers** to expand or reallocate marketing budgets to include search marketing consulting services. This report documents the work that we have performed in Santa Monica; proven strategies that can work in your state at your dealership. Southern California is a very competitive market for car sales and Infiniti of Santa Monica continues to grow their sales at the expense of local competitors.

The services the Pasch Consulting Group offers are **NOT** the same services offered by your current web hosting provider or advertising agency. Our services are unique. The marketing data in this case study will substantiate that claim. If you take our local search marketing test on page seven you may be surprised how little impact your advertising agency and past internet marketing budgets have been for improving your organic search visibility.

The Pasch Consulting Group is looking to contract with **ONE Infiniti car dealer per state**. One motivated Infiniti dealer in each state can allow us to create a statewide marketing campaign that increases sales calls, sales lead emails, and reduces dependence on third party lead providers.

The case study also will show how third party lead generation services work to lure away consumer sales leads that could be coming to your website. Third party lead generation websites are not a friendly service as some may believe. These sites have inserted a layer between you and the consumer and have become a partner in your business with or without your permission.

It is our belief that third party lead providers serve a role for car dealers who choose to be ignorant about search marketing. Dealers who don't understand how search marketing works will continue to pay their "lead dealer" and think that they are in no position to compete for leads.

Third party lead collection sites like [www.edmunds.com](http://www.edmunds.com), [www.motortrend.com](http://www.motortrend.com), and [www.automotive.com](http://www.automotive.com) make millions of dollars by selling leads. Lead providers will not "kill the golden goose" and tell car dealers that with some simple changes and investment into SEO/OSM they can significantly increase direct sales leads from websites that they own.

To be clear, our clients still buy leads from third party vendors. Some lead sources actually provide reasonable lead cost per car sale. We encourage our clients to understand the true costs of third party leads.

**But our primary focus is to encourage you to build your own stream of leads via the Internet. Take back control of your Primary Market Area and kick out the national sites that are parasites on your brand name, dealership name, and the cities that are protected by your franchise.**

## Searching For Infiniti Dealers that Want to Win



Over 80% of car dealer websites are severely handicapped for effective search engine marketing. This is not a wild marketing claim.

Most car dealership web platforms were designed before programmers were aware of the inner working of search engines. The common dilemma facing auto dealer website companies is that they have too many clients on outdated platforms to be able to quickly upgrade their

client base. You may be in that exact position or you may have rejected a proposal to upgrade your website for organic search marketing. In any case, most dealership sites we visit get a failing grade.

To demonstrate this point, we randomly selected six Infiniti dealer websites that represent different web hosting platforms, and here is our scorecard:

Dealer name	Hosting Platform/Company	State	Basic SEO	Advanced SEO
<a href="#">Herb Chambers Infiniti</a>	BZ Results	MA	Fail	Fail
<a href="#">Crest Infiniti</a>	ADP	TX	Fail	Fail
<a href="#">Sawgrass Infiniti</a>	Reynolds Web Solutions	FL	Fail	Fail
<a href="#">Fields Infiniti</a>	Unknown	IL	Fail	Fail
<a href="#">Infiniti of Manhattan</a>	MJMI	NY	Pass	Fail
<a href="#">Suburban Infiniti of Troy</a>	Nexteppe	MI	Fail	Fail

**Only one dealer platform** had a passing grade on basic Search Engine Optimization, and all dealers failed advanced SEO/OSM techniques.

Organic Search Marketing (OSM) is a new concept for many owners and General Managers, and education on this topic is spotty at best. The state of affairs in the automotive retail industry is a great opportunity for our business if we can get the attention of Senior Management.

Most calls to General Managers are blocked by gatekeepers. Dealership management needs to understand the dramatic shift in marketing that is taking place in the retail automotive industry. This case study is another attempt to wake the sleeping giant. One giant per state please.

**If we owned a car dealership, I would NOT WANT the Pasch Consulting Group working for another car dealer in my state that was part of the same franchise.** Since our marketing programs are very effective, the first Infiniti dealer in a state that we take as a client will be assured that as long as we are working together, we will not work for another Infiniti dealer in their state.

## New Marketing Websites for ISM



Since the existing ISM website ([www.infinitiofsanamonica.com](http://www.infinitiofsanamonica.com)) was handicapping Infiniti of Santa Monica's organic search marketing potential, we created HTML website designs that were optimized for search marketing. The creation of the websites was just a part of our overall Internet marketing and lead generation strategy.

We purchased the domain [www.infiniticalifornia.com](http://www.infiniticalifornia.com) for ISM. We also created a few "microsites" which showcased one specific Infiniti model. Two of the microsites that were created were [www.leaseinfinitig37.com](http://www.leaseinfinitig37.com) and [www.leaseinfinitiex35.com](http://www.leaseinfinitiex35.com). These two models were selected because they were upcoming models that had not been released. Consumers would be looking for information on these cars prior to the official release date and that would drive traffic and leads to ISM.

A unique advantage to our new marketing websites was that we DID NOT touch the existing dealer website located at [www.infinitiofsantamonica.com](http://www.infinitiofsantamonica.com). Our new websites were able to use the inventory modules that were part of the Dealerskins backend so no operational changes were needed at the dealership. The new marketing websites provided INCREMENTAL call traffic and lead generation which was tracked via unique phone numbers and email forms.

There are many automotive dealer website solutions on the market and most we have seen were never designed for Search Marketing and cannot be ideally optimized using

proven SEO techniques. In some cases, we can edit and update portions of the website to improve lead flow. In other cases, the software company that makes the dealer platform may be able to provide SEO programming changes with our guidance. It is a case by case decision that we would make with each dealer site.

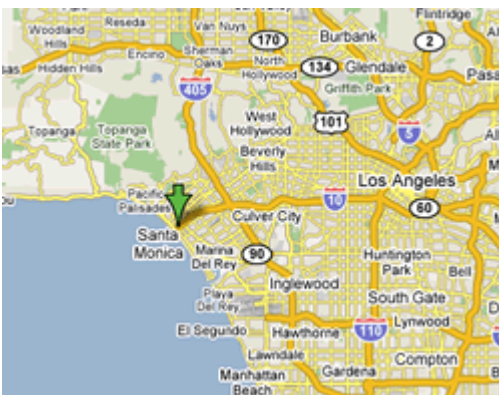
## New Internet Visibility

The new marketing websites we created for Infiniti of Santa Monica now rank on Google Page One for hundreds of national, state and local searches. These search phrases yield greater visibility for ISM and have dramatically increased direct lead flow. Listed below are just some of the phrases that place Infiniti of Santa Monica ahead of the competition **and on Google Page One**.

Infiniti of Santa Monica is in Los Angeles County.

Local Search Phrases	Statewide Search Phrases	National Search Phrases
Culver City Infiniti	Infiniti lease California	Infiniti car lease
Beverly Hills Infiniti	Infiniti sales California	Infiniti lease prices
LA County Infiniti	G37 California	Infiniti EX35
Northridge Infiniti	EX35 California	Lease Infiniti EX35
LA Infiniti Service	Lease Infiniti California	Lease Infiniti G37
LA Infiniti Parts	Buy Infiniti California	Infiniti EX35 prices
Inglewood Infiniti Service	Infiniti FX50 California	Infiniti FX50 prices
Los Angeles Infiniti	California Infiniti Dealer	Infiniti G37 convertible
Santa Monica Infiniti	California Infiniti Parts	Lease Infiniti FX35
West Hollywood Infiniti	California Infiniti Service	Korean Infiniti dealer
Pasadena Infiniti cars	California Infiniti repairs	Spanish Infiniti dealer

*If you own an Infiniti dealership, replace your local town names, county and state, and conduct these same searches for your dealership. Count how many times you are on Google Page One.*



It is important to understand the role that these three groups of search phrases have on consumer lead generation. If you have looked at your Pay-Per-Click ad results, you will see that consumers often take a minimal approach in searches on the Internet.

Phrases such as “lease Infiniti”, “lease Infiniti g37”, or “lease g37” are more common than “Orange County Infiniti G37.” But a successful Organic Search Marketing (OSM) plan will cover all categories since someone typing in “Orange County Infiniti G37” is a great lead for an Infiniti dealer in Orange

County California or Orange County New York.

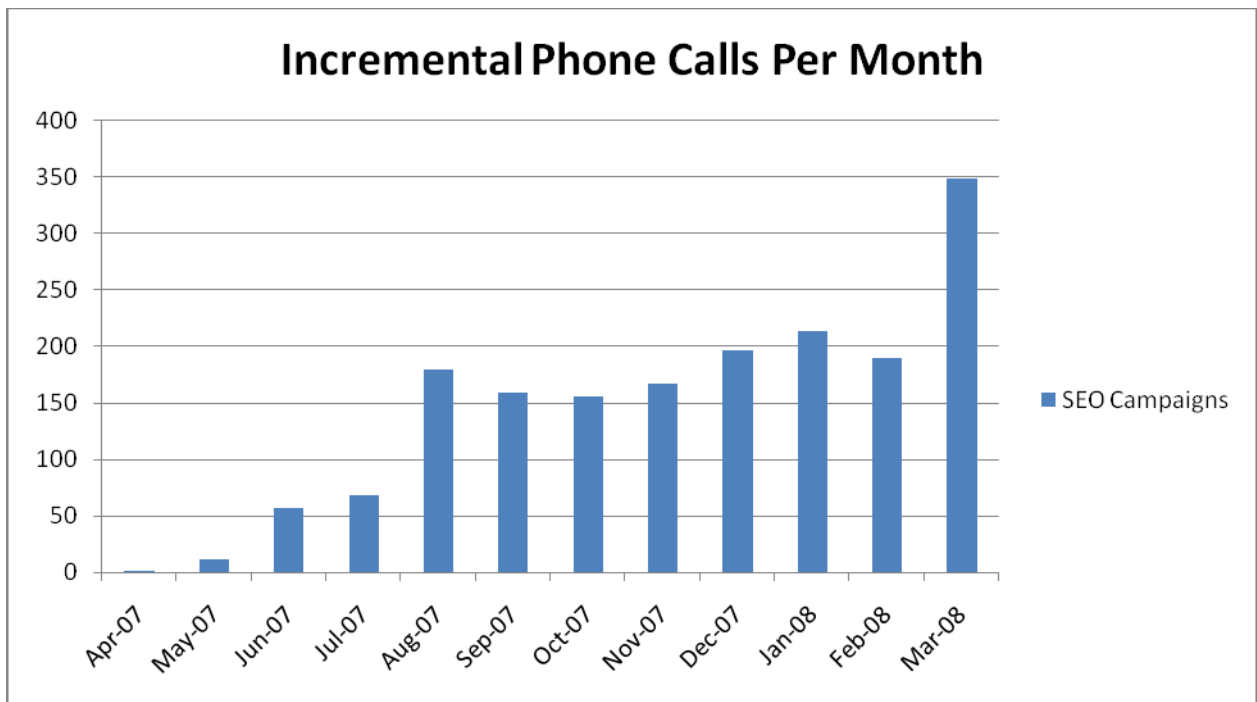
When you start to compete with state and national searches, you then are pushing off Page One lead collection websites and you will start to get better direct leads for your business.

## Incremental Calls & Sales Leads

By leaving the existing website design alone, we had a good benchmark with which to compare our new marketing strategies. Since their existing website had been up for over 4 years, we had a hurdle to jump. New websites can take some time for Google and Yahoo to respect. We have a good track record of expediting that process.

Some industry experts believe that there is a “Google Sandbox” that all new sites are placed in until they age a certain number of months before achieving good rankings. We have our own opinion on this but, suffice it to say new websites have a tough hill to climb in their first year.

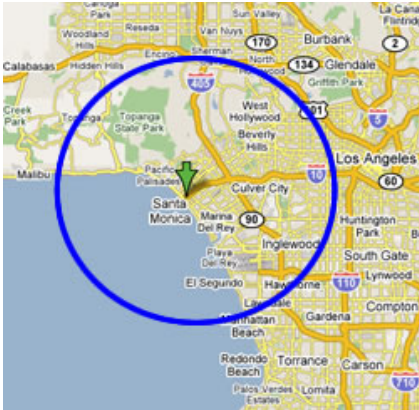
Here is a chart of incremental sales calls that came into the dealership from our internet marketing websites since May of 2007 when [www.infiniticalifornia.com](http://www.infiniticalifornia.com) went live. These call counts are IN ADDITION to the calls that come into their existing website. We are approaching our first year anniversary with Infiniti of Santa Monica and we can't wait to see how things grow in year two.



The data shows that after 4 months, the marketing site was adding over 100 new calls per month. In January, ISM topped 200 calls from the marketing websites. Today, the marketing websites provide more calls per month than any other marketing campaign or their original four year old Dealerskins website. March 2008 was the biggest jump in calls, with over 350 calls as we added new marketing techniques. **The 800 numbers of the marketing websites are NOT printed on any business cards or marketing materials in the showroom so that calls can only come from Internet posts.**

## Consumer Direct Leads – Take the Test

In the month of March 2008, Infiniti of Santa Monica received over **150 leads** from the HTML marketing websites created by Pasch Consulting Group. 80% of the leads were from free organic search listings and 20% were from Pay-Per-Click advertising on Google.



Direct consumer leads convert better than third party leads because you have the opportunity to react immediately to the lead when it comes in. You also have a potential buyer that **KNOWS** which dealer is getting their email address. These leads have a higher probability of being local customers that are price shopping and who consider the dealer as a local choice.

By having a car dealer website show up for local Infiniti car searches, you are using the same strategy that third party lead collectors use. Here is a test to help you understand the power of our Internet Marketing Strategies.

Pick ten towns in your PMA and create a form like the one below. Use this form to organize search results based on “local” search phrases in Google. Type in each search phrase into Google. Write down on the white line whether your existing dealer website is on Google Page One. If it is not on page one, write the word “invisible” on the line.

Sample data, taken on March 30, 2008, for Infiniti of Santa Monica, is shown below to guide your chart.

Town Name	Town + Infiniti	Infiniti Service + Town	Town + EX35
<b>Culver City</b>	Culver City Infiniti	Infiniti Service Culver City	Culver City EX35
	Page 1, listings 1,2,3,4	Page 1, listing 1,2,3,4,6,10	Page 1, listings 1 thru 10
<b>Inglewood</b>	Inglewood Infiniti	Infiniti Service Inglewood	Inglewood EX35
	Page 1, listings 1 and 2	Page 1, listings 1,2,3,4,6,7,8,9	Page 1, listing 1,2,3,4,7,9

The purpose of this test is to see if your dealer website comes up for typical Infiniti searches that **include the towns in your PMA**. If you are not showing up on Google Page One, a lead generation website **WILL SHOW UP** and take your leads and then **SELL THEM BACK TO YOU**.

If a Lead Generation website shows up it is because it is successful for lease capture. If it’s successful for them, how much more successful would it be for you?

## How Your Dealership is Blocked

Would you like to see how the lead generation websites capture local leads? Type in this search phrase: **Infiniti Red Bank NJ**. The nearest Infiniti dealer to residents living in Red Bank New Jersey is Circle Infiniti in Long Branch, which is just 10 minutes away. Notice the big guns that are on Page One of Google:

- Motortrend.com
- Cars.com
- Automotive.com
- Aol.com

And notice their intelligent page naming conventions below:

- [www.vast.com/cars/used-for-sale-Infiniti.G20/location-Red-Bank--NJ](http://www.vast.com/cars/used-for-sale-Infiniti.G20/location-Red-Bank--NJ)
- [www.motortrend.com/used\\_cars/14/2005/infiniti/fx35/base/suvs/new\\_jersey/red\\_bank/85810329/32/](http://www.motortrend.com/used_cars/14/2005/infiniti/fx35/base/suvs/new_jersey/red_bank/85810329/32/)
- [www.cars.com/go/buy-cars/kdcpu/Infiniti/G20/Toms\\_River-NJ/Classified/Used](http://www.cars.com/go/buy-cars/kdcpu/Infiniti/G20/Toms_River-NJ/Classified/Used)
- [www.automotive.com/car-dealers/33/new-jersey/monmouth/red-bank/index.html](http://www.automotive.com/car-dealers/33/new-jersey/monmouth/red-bank/index.html)
- <http://autos.aol.com/used-list/make1-Infiniti/model1-FX35/location-NJ/range-0>

Notice whose website is not listed: **Circle Infiniti**.

Circle Infiniti is five miles from Red Bank and if it wasn't for Google Maps, they would have no visibility on Page One. This is not to "single out" Circle Infiniti. This problem exists around the entire country. When we showed the General Manager examples like this, he signed up as a client. We will be starting Circle Infiniti's project in April 2008. Circle Infiniti is an active dealer with a great CSI but was not aware of the great potential they could have with organic search. This same story could be told for most Infiniti dealers in North America.

If we have our way, one Infiniti dealer in each state will have a competitive edge.

These national automotive lead generation websites **box out local dealers** who do not know how to market their website on the Internet. They take advantage of the local dealers' ignorance and sell them leads. The lead generation websites expand their business while dealers become addicted to their leads. **In effect, third party lead generators have become the middle-man between the consumer and the dealer.**

Our plan is to reduce the reliance of the middle-man so they cannot hold a gun to your head. They should not have a place in your business for sure but it should be on your terms and not theirs. Need more examples? Go to Google and type: **Infiniti Beverly Hills CA**

The first six listings on Google Page One are ISM websites for DIRECT LEAD COLLECTION. How did your website score on your ten local towns?

## Formalizing Internet Marketing

It is our belief that all car dealerships need to reconsider their marketing budgets and reallocate existing funds from traditional marketing strategies to Internet Marketing. Most car dealerships have an advertising agency on retainer. They may also have a lawyer on retainer and larger dealers will have a compliance officer on staff. Most dealers **do not** have a formal position defined for Internet marketing nor do they have an Internet Marketing specialist on retainer.

It's time for dealers to realize the need for a well defined **Internet Marketing** position in their organization. It can be internal, external, or shared. Our business model depends on collaboration so the shared model yields the optimal results. When information freely flows between our staff and our clients the results are often spectacular. Dragging someone to the Internet marketing "table" never works.

Dealerships often confuse the role of Internet Sales with Internet Marketing. The common mistake is to assume that the person who answers emails and manages Internet leads has training in the best Internet marketing strategies. Internet marketing strategists work from a base of past testing information that guides their recommendation for each of our clients. Internet marketing is not a guessing game.

Internet marketing strategies are best assigned to companies that do it as their primary service. Many traditional print advertising agencies are ignorant about SEO/OSM techniques for the automotive industry. We say that because we get calls from ad agencies asking to private label our services to their clients.

This is further proven out by the fact that we estimate over 70% of US car dealers are over spending on pay-per-click advertising. The excess spending is not because someone is willfully wasting PPC money. The fact is that the campaigns are under the control of people who have no interest in saving the dealer money or who are just unaware of how to optimize their PPC budgets. If you listen to Google and Yahoo PPC management companies you will most likely overspend because the topic of organic optimization is not in their best interest to discuss.

## Leadership – The Perfect Match for SEO/OSM

Organic Search Marketing (OSM) and Pay-Per-Click Advertising (PPC) are powerful tools when placed in competent hands. They can also be a huge waste of time and money if not properly understood and managed.

The success we have had at Infiniti of Santa Monica is primarily due to Steve Rudkin, General Manager, and the team that he has built from the ground up in Santa Monica. Steve's passion for success and competitive spirit provided the local information we needed to make our OSM strategies work.

Without Steve's feedback and daily communications, we would not have been able to see this accelerated growth. We have provided the education for resources to help Steve understand the power of consumer direct lead generation. Steve understood it and now is running with the ball. The result is a winning team in Santa Monica.

This point is made to emphasize the importance of making a long-term commitment to Internet Marketing. The process is not a quick fix. It's not a silver bullet. It's an amazing tool when placed in the hands of a competent General Manager and Sales Manager who can see the importance of having a dedicated Internet Marketing partner like Pasch Consulting Group.

## New Beginnings

If you are interested in becoming the one Infiniti dealer in your state that dominates Internet search, give us a call. If you wait, we may contract with another Infiniti dealer in your state and may not be able to work with you.

Since we are not limited to Infiniti dealerships we welcome calls from any car dealer and manufacturer.

We would value the opportunity to set up a conference call with your organization.

*Brian Pasch*

Brian Pasch, CEO  
Pasch Consulting Group  
2711 Centerville Road, Suite 300  
Wilmington, DE 19808

732-842-4720

Email: [brian@paschconsulting.com](mailto:brian@paschconsulting.com)  
Website: [www.paschconsulting.com](http://www.paschconsulting.com)

## About Pasch Consulting Group



Brian Pasch, CEO of Pasch Consulting Group is a 15 year veteran of the consumer direct marketing industry and has over 24 years of Information Technology experience. Pasch founded his namesake consulting practice to respond to the dramatic shift from traditional marketing to Internet business marketing. With a solid foundation of both business and technology experience, Pasch has built a reputation for excellence in Search Engine Optimization (SEO) and Organic Search Marketing (OSM).

The Pasch Consulting Group provides Internet Marketing services to a wide range of business segments, including automotive, medical, professional services, educational institutions, and the entertainment industry. The team assembled by Brian Pasch includes veterans from direct marketing and advertising, as well as young talented designers and programmers who are well versed in the latest tools for achieving Internet search dominance.

PCG has its corporate office in Wilmington Delaware and regional offices in Edison New Jersey. The Edison office is 10 minutes from Newark International Airport (EWR) and 30 minutes out of New York City.

Since the firm believes in practicing what it preaches, if you go into Google and type any of these search phrases, one of the PCG websites [www.seonj.com](http://www.seonj.com) and [www.searchengineoptimization-nj.com](http://www.searchengineoptimization-nj.com) will appear on Google Page One.

- Automotive lead strategies
- Automotive SEO company
- Automotive lead generation
- Automotive lead generation websites
- Automotive internet marketing
- Automotive search marketing
- Infiniti SEO websites
- BMW SEO websites
- Automotive SEO websites