



TAKE ADVANTAGE OF WEBSITE TO INCREASE TRAFFIC, INBOUND SALES CALLS

Initially, the dealership hosted a two-dimensional website that merely provided a web presence, but the dealership felt that Internet shoppers were no longer satisfied with a website that simply offered pictures of cars, an address, and phone number, so “we wanted a web partner with the best practices to help us become a leader online,” notes Bill Walsh, Jr., General Manager.

Today, BillWalsh.com is proud of a detailed, interactive website that averages about 125,000 page views every month. Working with ADP’s BZ Results unit helped the group respond to the next generation Internet buyers’ desires—a fully interactive site that features online service scheduling, accessory purchases, easy inventory navigation, and consistently updated information.

eNewsletters Drive Web Traffic with Relevant Content, Performance Tracking

Once the web investment was made, it became important to drive traffic to the site, where the sales process could begin. On top of traditional advertising like radio, newspaper, and television to drive traffic, Bill Walsh Automotive sends nearly 168,000 eNewsletters to its existing customer database every month. With these newsletters, the group can record which customers click on a particular article, and then can follow up with those customers with additional, relevant information. They can even send customers a Virtual Test Drive that corresponds to the vehicle they read about.

“We’re very picky about the content we send to our customers,” says Walsh. As a result of their choosiness, the eNewsletter is proud of a bounce rate under 2% and an unsubscribe rate also under 2%. In fact, the website has become an important part of the culture at Bill Walsh Automotive; “we see it as our 25th franchise,” notes Walsh. The web address is listed on every license plate bracket, wearables throughout the stores, and on every ad. And, the website has its own dedicated budget to help improve the success of the site.

Internet Department Handles 700 Calls Each Month

The eNewsletters and resulting web traffic produce about 700 inbound calls every month. Bill Walsh’s Internet department currently has seven employees handling all of these calls, which are routed to employees’ cell phones from 116 campaign-specific phone numbers. Using phone numbers in this way provides performance tracking capabilities that allow the dealership to redirect marketing dollars toward campaigns that are most profitable. As Walsh notes, More important than the 700 incoming calls each month is how the dealership learns from each call. Bill Walsh listens to each and every call, documenting details in a spreadsheet to cross-reference traffic and ensure no leads get lost in the shuffle.

Additionally, Bill Walsh Automotive takes advantage of a Virtual BDC Manager, which they find intuitive and easy to use. The Internet team spends all day every day in the system, making sure that every lead has been followed up on properly, capturing notes on the customer profiles, and tracking which information has been sent to whom. “It’s our ‘memory keeper’,” states Walsh.

Bill Walsh Automotive operates 24 franchise new vehicle auto groups southwest of Chicago. The family owned and operated group actually began business by selling buggies in the 1850s, and has grown into today’s multi-franchise Dealer group with more than 225 employees.

“Measuring dollars and the productivity of the dollars is essential to success.”

Bill Walsh Jr.
Bill Walsh
Automotive

To learn more on how BZ Results can help you become an online leader contact us at: 888.424.6342, or visit: bzresults.com