

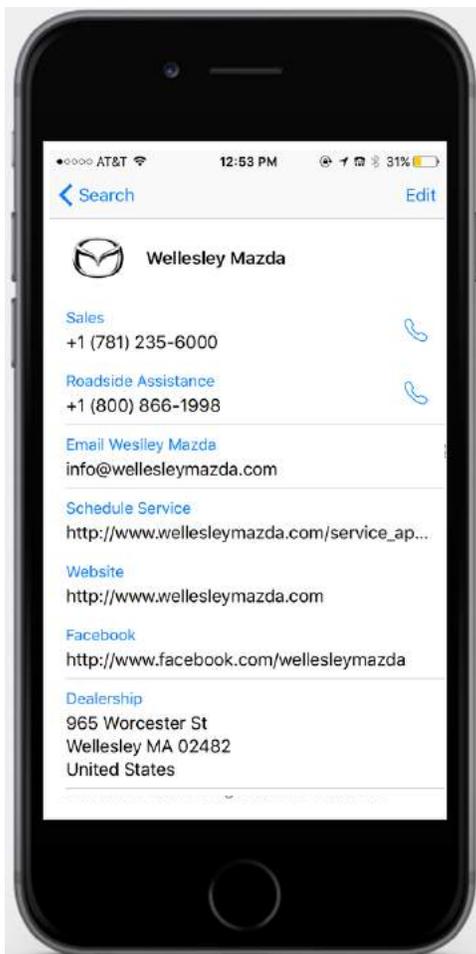
Customer: Wellesley Mazda
Key-Code: WellesleyMazda
Website: <http://www.wellesleymazda.com/>

Look
for the:



Watch our interview with Joe Shaker:

<https://youtu.be/VHzpWfawUUA>



Wellesley Mazda Decreases Search Engine Marketing Cost by 17%, Powered by KeynectUp

Wellesley Mazda's search engine marketing cost was rising due to customer confusion on how to contact the office. With the use of KeynectUp's services, costs decreased while customer satisfaction increased.

Executive Summary

Wellesley Mazda is owned by Shaker Auto Group and is a family-run business. Ever since Shaker Auto Group's conception in 1947, the business has been devoted to positive customer experiences. Yet despite their great customer service staff, Wellesley Mazda found it difficult to get customers to stay in contact after a positive visit. Budgets for search engine marketing were rising due to the amount of customers unsure of how to get in contact with the dealership. With the use of KeynectUp's communication platform, Wellesley Mazda was able to put all necessary phone numbers and links in the phones of every purchasing customer, thus facilitating the customer journey after purchase.

Wellesley Mazda's Challenges

Wellesley Mazda initially shared business cards to help their customers stay in contact; every potential client received a card in person and every sold car had a card stowed away in the glove box. However, Joe Shaker, president of Shaker Auto Group, found that these business cards were not effective when it came to helping customers stay in contact. Customers usually ended up Googling the contact information for

Wellesley Mazda because it was simply easier.

"We spent a lot of money on search engine optimization and search engine marketing," said Joe. "41% of every click that has come in to our North Shore store and 49% of every click that has come in that we've paid for – the pay-per-click search engine marketing – were people searching for 'Mazda Wellesley' or 'Wellesley Mazda.'"

Even though customers received contact information through business cards for Wellesley Mazda, they still reverted to Google when looking for who to contact at the dealership. Business cards were either misplaced or hard to reach and customers rarely put the information on the card into their phone.

"We found that our communication with customers was so poor using old business cards that our search engine marketing budget was rising. Almost half of our budget was people looking for our specific name. Even though that pay-per-click was a lower cost, we were paying a huge amount of money for people that should have had our number in their phone in the first place."



Although Joe's pay-per-click cost was inexpensive, the accumulated clicks on his sponsored web link totaled a steep price tag. And even when using Google to search for Wellesley Mazda's contact information, customers frequently grew frustrated. Even after clicking the Google link for the dealership, customers needed to scan through various web pages to find contact information. This created a negative experience for customers when trying to contact their dealership at a high cost for Wellesley Mazda.



How KeynectUp Helped

Wellesley Mazda's implementation of KeynectUp's contact cards has helped to keep customers in contact for a cheaper price. After creating and distributing two KeynectUp cards, Wellesley Mazda has already noticed a decline in their search engine marketing budget by about 17%. The two cards created include a general services card (seen on the first page), which holds a roadside assistance number as well as the office's email and hours, and a servicing/repair card linked with Xtime, Mazda's online-booking

partner. Both contact profiles are imported into each customer's phone by a sales representative when the customer is finalizing their purchase.

Not only did KeynectUp allow for Wellesley Mazda to import the necessary contacts into every customer's phone, but the dealership was able to do so in the most customer-oriented way possible. Joe truly values this control when creating his contact profiles with KeynectUp.

"We were able to put together what our best brand presentation of ourselves could be inside someone's personal contacts," Joe explained. "There's being in someone's contacts, and then there's being in someone's contacts in the most attractive, customer-experience-facing way."

Joe no longer fears that his customers may find the wrong brand representation online when searching for his dealership. With KeynectUp's services, the middleman is cut out of a customer's communications with the brand, and customers no longer have a chance of being distracted by a competitor's sponsored link through Google search. With Wellesley Mazda's KeynectUp profile downloaded, a customer only sees Joe's representation of the brand.

Wellesley Mazda's Customer Reactions to KeynectUp

Joe has established a new protocol in the Wellesley Mazda sales routine that helps customers download the dealership's KeynectUp profile onto their phones at the end of the sale. As the sales rep finalizes payment and paperwork with the customer, they go

over the two KeynectUp cards that Wellesley Mazda offers and downloads them into the phone, explaining how each works. Joe finds that all customers react positively when they test out the card.

"Customers are quite delighted because it's in their contacts and it always stays in their contacts," Joe commented. "So when they change their phones... it stays... They also like the fact that they can search 'Mazda' or 'Wellesley' on their phone and it easily comes up in search. Customers are tickled pink."

Now, in a post-business-card market, Wellesley Mazda customers are confident that they will never lose their car dealership's contact information. Between the contact profiles' reliable technology and ease of use, customers feel more comfortable with contacting Wellesley Mazda due to its use of KeynectUp's technology.



Joe's Final Thoughts:

"KeynectUp puts our phone number and our brand in a place that people are comfortable going to: their own phone."

