

Jenkins Nissan

Location: Lakeland, FL

Franchise: Nissan

Previous Solution: Reynolds and Reynolds

The Challenge: When Krista Garrison arrived at Jenkins Nissan as their Internet Manager they were selling 12 cars per month from Internet leads. She had no budget for advertising and increasing the low monthly budget the dealership had allocated to their current vendor was a moderately difficult proposition. A challenge she was able to overcome because she'd been a DealerOn client at her previous dealership and knew the results she could achieve with a DealerOn website solution. Garrison knew that in order to create a high performance Internet department the dealership needed to improve the quality of their online capabilities.

Results:

- **Increased Internet-related sales by 84%**
- **SEO returns Jenkins Nissan in top ten for 158 keywords and phrases**

Krista says, given her budget, there was no other quality choice she knew she could count on to produce the results she needed. "With DealerOn, my website visitors have a compelling reason to engage with us on every page they visit. On our previous site that wasn't true, and it cost us valuable leads because website visitors aren't going to search for a way to contact us."

The Solution: DealerOn helped Jenkins Nissan implement and launch a new website, provided SEO expertise to optimize search returns and drive higher quality traffic. Garrison also uses the E-AutoSavings incentive management web tool to capture more leads with the intent to purchase.

The Results: Jenkins Nissan has realized an 84% increase in their Internet-related sales, after only three months. Krista gives joint credit to the website solution, DealerOn's search engine optimization capabilities and her carefully orchestrated sales process. Garrison says, "Our website now returns in the top ten for 158 different word combinations and is found on all the search engines. With our old solution we were only found on Google and MSN, and only if the potential buyer searched for the exact name of our dealership."

She's able to consistently close 27% of her web leads in comparison to being successful with only 15% of her third party leads, in a good month. Garrison says, "My website leads are people I can build a relationship with. They're looking for more than the cheapest price."

Offering a stellar experience to her customers is one of her top goals. Garrison has created a comprehensive nurturing program that combines online and offline tactics because she knows her customers respond to the mix. Her efforts show Jenkins Nissan cares about their customer's experience with them—before, during and after the sale.