

## Williams Automotive Group



**Location:** Traverse City, MI

**Franchises:** Kia, Honda, Chevrolet and AutoMax for Used Cars

**Previous Solution:** TK Carsites

**The Challenge:** Bryon Casler had been the Internet Director at Williams Automotive Group for several years when he switched to DealerOn as a website provider. He needed to convert as much of his web traffic into leads as possible to make his Internet department a revenue driver for the auto group. Bryon researched all the available auto dealer website solution options, and decided to partner with DealerOn, in part, because the FlexSite website solution provided his website visitors with more opportunities to convert than any other solution he investigated.

### Results:

- **Doubled lead conversion on 5 sites**
- **Achieved conversion rates of 8% and above**

**The Solution:** Bryon chose to implement the full suite of DealerOn functionality, including utilizing E-AutoSavings 3.0 incentive offers to enhance the experience his website visitors' received. Because of its ability to convert web traffic to leads, the EAS coupon has become an integral part of Williams' online strategy. The ability to change the incentive offered gave Bryon the flexibility his auto group needed to convert well over all sites.

The flexibility of the website also helped Bryon convert as many leads as possible. DealerOn gives him the ability to easily customize areas of the website using their widget library, so Bryon was able to ensure his website was converting as many leads as possible, and change whichever areas of the site were not converting as well as he would have liked.

With the help of DealerOn's FlexSite platform, the Williams Automotive Group averages a 9% conversion rate across all of their sites. "DealerOn has been very good to work with. We've implemented the functionality at all our stores in Michigan, put our Florida stores on their system and referred them to other dealers."

**The Results:** Since implementing DealerOn's interactive marketing solution six months ago, Williams Automotive Group:

- Has doubled lead conversion on 5 sites
- Has achieved conversion rates of 8% to 26%
- Sells to over 1,000 leads a month, just in the Internet Department

**What's Next:** See for yourself! Click [here](#) to start doubling your website's conversion rate with DealerOn's FlexSite platform.

