

# CASE STUDY

## Content-Centric Marketing



**CLIENT:** Bill Barth Ford

**INDUSTRY:** Automobile sales and maintenance

**TENURE:** March 2015 - Present

Bill Barth Ford is a leader in brick and mortar auto sales in North Dakota, providing friendly sales, affordable service & parts, and reasonable financing for the best new and pre-owned vehicles that Ford has to offer.

### CHALLENGE

Bill Barth Ford was highly dependent on conventional advertising when it came to their local success. Experience told them that their online leads were often the most qualified, so they made the decision to dominate their competition by growing their online presence.

They soon realized that they didn't have the time to develop and promote their own content, and they didn't have the technical knowledge to optimize their own site for search engines like Google. In order to make their dream of online success a reality, they would need to hire a company with a proven track record that they could trust to take them to the next level.

### STRATEGY

We set Bill Barth Ford up with a sustainable, white-hat program built to increase the overall online footprint of their dealership. Our content-focused marketing program would build their online brand visibility and generate leads via inbound linking.

After our experienced developers jumped into the back-end of the site to make technical fixes and create a technical advantage, we developed high-quality content pillars based on the auto industry that we distributed using our innovative social media promotion program. Our tracking and reporting system then ensured that we could follow the success of each content piece and let the client know how their campaign was progressing.

**300,000**  
page views  
in 6 months

### RESULTS

Once we spread this new content online, traffic to the Bill Barth Ford website saw exponential growth. Over the next several months, we promoted their latest content pieces, resulting in more traffic, more leads, more business, and more cars sold overall.

As we continue to develop more professional-grade content, they will continue to see a massive growth in traffic from prospective clients that are enticed by the ebooks, articles, blogs, and videos that we produce.



# COMPETITIVE ANALYSIS

## Content-Centric Marketing



After over a decade of helping auto dealerships find success online, we have found that the key to online success is spectacular content, superior technical solutions, and innovative social media promotion.

Although other companies offer similar SEO programs for dealerships, we believe that our expansive product base, our years of experience, and our award-winning results speak for themselves.

	 National Positions	 DEALER.COM
Content Analysis & Planning	●	●
Keyword Research & Mapping	●	●
Google Webmaster Tools Setup	●	●
Monthly Content Audit	●	●
Weekly Blog Creation & Optimization	●	●
Onsite Content Creation	●	●
Social Media Analysis and Planning	●	●
Custom Local SEO Configuration	●	●
Content Silo Optimization	●	X
eBook Development & Promotion	●	X
Infographic Development & Promotion	●	X
Video Distribution & Promotion	●	X
Long-Form Article Creation & Promotion	●	X
Presentation Development & Promotion	●	X
Specialized Content Creation	●	X
Content Promotion Persona Setup	●	X
Targeted Social Media Promotion	●	X
Select Specialized Linking	●	X
54-Point Technical Review	●	X
Toxic Link Analysis	●	X
DexKnows SEO Award Winner	●	X

