

## The Select Motor Company Testimonial

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Select Car is a second hand car dealer ship. The project was to create a Digital Marketing Strategy to generate enquiries in a highly competitive market.

Through extensive Market analysis and Keyword research, a PPC campaign was created. This campaign established that Mini Coopers where the most popular Car for them to purchase.

During the Key Words research it was discovered that search phrases surrounding cars that where “red” where double the price of the cares that where “blue”, with only a slight drop in search volumes.

The campaign was set up to create highly cost effective enquires and steer the companies buying strategy of the cars they wishes to resale.

This Marketing campaign generated 45 Mini Cooper sales in 4 months, majority of which were blue.

### **Overview of Project:**

- Extensive Keyword research
- Discovering niches and opportunities
- Creation of Marketing Strategy
- Project managing external marketing agency
- Ongoing reporting to steer buying strategy

Having previously worked with Simon on many ‘other’ projects over many years, it was a very easy choice to pick up the phone and ask if he would work with me again. I had full confidence in the Marketing Strategy that Simon recommended and he showed continuous passion in steer our buyers and the external Marketing agency.

Signed



Jake Emsey  
Managing Director  
The Select Motor Company