

Dakota RV CTR 3.5X Higher Than the Industry Average

– Case Study –

Overview

Dakota RV built a reputation on treating their customers right and providing top-notch customer service day in and day out. However, with the seasonality of RV sales in northern latitudes, they struggled to keep demand high throughout the entire year.



Approach

This is why we launched evergreen campaigns that ran throughout the year and continued building consumer awareness and consideration. We allocated budget throughout the entire year to stay top of mind when the buying season came around.

In order to increase Dakota RV's local market share, we used several digital marketing strategies including geo-conquesting, geofencing, behavioral targeting, Registered Showroom Visits and SEO.

Conclusion

Over the course of just a few months, we increased Dakota RV's monthly click volume from SEM by 2.5X and achieved a CTR of 13.7%, which is 3.5X higher than the industry average. Our ads held the top position on Google 40% of the time and through precise targeting we drove 25% more monthly Registered Showroom Visits.

RESULTS:



125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

midwest-marketing-llc

midwestmarketingllc

MidwestMarketingLLC

midwestmarketingllc.com/blog/

MidwestMarketingSD

midwestmarketingllc.com/home/podcast/

LET'S WORK TOGETHER

Dawn Claymore
President/CEO
dawn@mwmsd.com
605.716.5666

