



Digital Platform Management for Auto Dealership

PROJECT DETAILS

 Other Digital Marketing

 Nov. 2019 - Ongoing

 \$50,000 to \$199,999

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"They're quite professional in their approach."

PROJECT SUMMARY

ShootOrder manages digital platforms for an auto dealership. They handle SEO, PPC, and Google business assets and actively analyze their own performance to determine areas for improvement.

PROJECT FEEDBACK

With their work attracting 20 percent of the client's current customers, ShootOrder has thoroughly satisfied the client. After initial instruction, they have been able to work independently as the project has progressed.



The Client


Introduce your business and what you do there.

I'm the managing director of an auto dealership.


The Challenge

What challenge were you trying to address with ShootOrder?

We needed someone to manage our digital platforms.

 Managing Director,
Auto Dealership

 Automotive

 Hyderabad, India

CLIENT RATING

5.0

Overall Score

Quality: 4.0



Schedule: 4.0



Cost: 5.0



Would Refer: 5.0





The Approach

What was the scope of their involvement?

They manage our digital platforms, handling SEO, PPC, and Google business assets. At this point, they're auditing and improving upon their work on a monthly basis.

What is the team composition?

There are around three people.

How did you come to work with ShootOrder?

They were referred to me.

How much have you invested with them?

We spent about \$100,000.

What is the status of this engagement?

We started working together in November 2019, and the project is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We've been happy so far because their digital campaigns attract traffic and inquiries for booking our vehicles. Their work accounts for about 20% of our bookings. Otherwise, we generate conversions through walk-ins.

How did ShootOrder perform from a project management standpoint?

We had to do some hand-holding at first, but they were able to work independently later into the project.



What did you find most impressive about them?

Their work has boosted our SEO performance on search results pages.

Are there any areas they could improve?

No, everything is fine. We review them regularly and give feedback on how they can more efficiently target our audience through digital channels.

Do you have any advice for potential customers?

They're quite professional in their approach. There's some hand-holding in the beginning, but that goes away with time.

