



**Continental Mazda,** in Anchorage, Alaska, is a franchise of the Continental Automotive Group which has served south central Alaska since 1971. In the vast state of Alaska, the family run Continental Auto Group operates in a market with unique challenges.

## Continental Mazda Effectively Combats Conquering and Grows Strong Online Presence With Netsertive

### Introduction

Continental Mazda, in Anchorage, Alaska, is a franchise of the Continental Automotive Group which has served south central Alaska since 1971. In the vast state of Alaska, the family run Continental Auto Group operates in a market with unique challenges.

### Challenge

Though the state of Alaska is the largest state in the United States, it is the least densely populated state. Continental Mazda operates in Anchorage, the largest city of Alaska, with the challenge of competing against popular truck models. Susan Hamilton, Director of Advertising at Continental Automotive Group, describes Alaska as “truck country”. In 2014, the top three models sold in Anchorage were Ford, Chevrolet, and Ram trucks. In this unique market, Continental Mazda knew that they needed to improve their digital presence in order to grow their business and effectively target their local market.

*“We were trying to figure out the whole world of digital and how we were going to get people to our website because we knew that our website is the front door to our showroom. It was overwhelming and time-consuming to run our own search ads, especially while we were being conquered by other dealerships in our market. We recognized that we needed professional help.” - Susan Hamilton, Director of Advertising at Continental Mazda*

### Solution

Attracted to the technology-based campaign strategies implemented by the company, Continental Mazda reached out to Netsertive, an elite Google SMB Premier partner. Following a strong consultation with Netsertive with impressive customer service, Continental Mazda sought the partnership of the company, and asked Netsertive to develop and manage a highly targeted and differentiated digital marketing campaign through its StreetWise™ solution.

**Netsertive’s StreetWise™ for Automotive Dealers** empowers local dealerships to outsmart the competition through data-driven insights that deliver better qualified customers and more sales opportunities. StreetWise™ leverages a proprietary digital marketing intelligence platform that learns 24 x 7 from the successes of hundreds of dealerships and translates it back to you, giving you the upper hand to win your local market.

### Netsertive’s Digital Marketing Intelligence helps Continental Mazda

#### STRATEGY

Target the most strategic inventory and services in the market area they desire to own with unique strategies to build lifetime customer value.

#### TECHNOLOGY

Gain the upperhand through Netsertive’s proprietary digital marketing intelligence platform which learns from hundreds of dealerships and translates it back to each dealer.

#### SPEED

See faster marketing results without the guesswork, powered by Netsertive’s learning engine technology. Approved brand assets and messaging are ready to embed into their campaign, customized to each unique dealer to break out of the cookie cutter mold.





## Netsertive drives quality traffic.

Continental Mazda recently had to expand their Internet Sales department due to increase website traffic and call volume.

**GAIN QUALITY BUYERS IN YOUR LOCAL MARKET**

Contact Netsertive today

1.800.940.4351

[www.netsertive.com/automotive](http://www.netsertive.com/automotive) to find out more

## Results

When Continental Mazda first signed on with Netsertive in late 2014, the dealership was assured that Netsertive would cost-effectively target their local markets and maintain specific metrics to show the success of their digital marketing campaign.

*"When we first started with Netsertive, we were promised a 70% share-of-voice and top 3 ad position, and Netsertive delivers that to us consistently. This demonstrates the success we are experiencing with our partnership with Netsertive." - Susan Hamilton, Director of Advertising at Continental Mazda*

Continental Mazda and Netsertive monitor the dealership's campaign with metric-driven data, to ensure that Continental Mazda maintains high relevancy online, and is consistently at the top and front of online searches of customers in their local market (snapshot of October 2015):



**73.5% Average Share of Voice**  
- How often they beat out the competition for online visibility



**7.57% Click-Through Rate**  
- Percentage of ad clicks for every ad view



**1.6 Average Ad Position**  
- Maintaining the top two search ad positions



**89 Shoppers**  
- Total phone calls & web forms from campaign

*"In addition to our website traffic increasing, we are experiencing more calls and online scheduling for all four of our service departments - we've recently had to expand our Internet Sales department! In the midst of Alaska's current economic situation, we are still capturing the lion's share of car sales in our market, and we attribute our partnership with Netsertive an integral part of our success this year." - Susan Hamilton, Director of Advertising at Continental Mazda*

## Conclusion

Continental Mazda was able uplevel their digital marketing campaign and grow a strong online presence with Netsertive. The dealership values the reporting and campaign transparency that Netsertive provides, as well as Netsertive's data-driven feedback and strategic guidance. With Netsertive, the dealership was able to add a true partner to their team.

Watch Susan Hamilton speak in more detail about Continental Mazda's return on investment with Netsertive: [www.netsertive.com/continentalmazdawebinar](http://www.netsertive.com/continentalmazdawebinar)