

GO

WITH
GARRETT'S
GOLF CARS & SPECIALTY VEHICLES



www.waypostmarketing.com

CASE STUDY: Go With Garrett's

Garrett's is South Carolina's leading retailer of new and used golf cars and specialty vehicles. Their market share was declining as their brochure website was failing to compete with their competitors' digital marketing strategies. **After a redesign and five months with a properly managed inbound marketing strategy, organic search traffic was up 174% and online lead generation increased more than 400%.**



Challenge

The client had developed a solid, local brand through traditional advertising and word of mouth. However, they had a dated brochure and website that did not reflect their brand and credibility, and it was not a source of lead generation. When competitors began to creep in on their market, they decided a change was needed. They were reluctant to try an inbound strategy and required additional education and validation along the way. Once we were able to show them how their target buyer personas were making educated, considered purchases, an inbound strategy was the obvious choice.



Services Employed



Full Responsive
Website Redesign



Brand
Development



Research &
Content Development



Lead
Nurturing



Marketing
Automation



Blogging &
Social Media



Monthly
Reporting

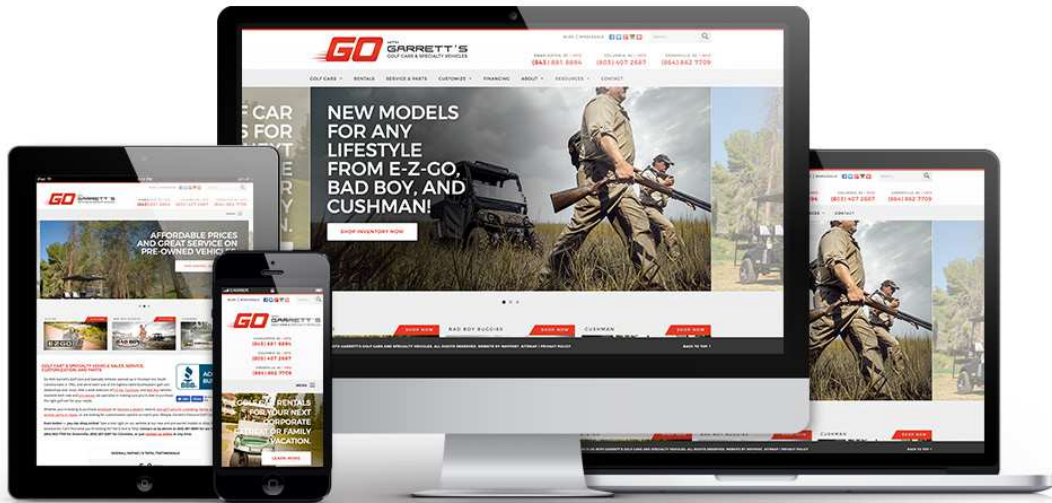


PPC
Advertising

The Solution

Inbound marketing works for Go With Garrett's because their product is a considered purchase. Missing from the old Garrett's website was the understanding that buyer mentality has changed and people are doing more research than ever when considering a luxury purchase. With an aggressive content strategy and an empathetic and patient sales approach, Garrett's is able now to come alongside prospective customers early in the consideration process and give them the confidence in their own time to take the next step.

We started with a complete redesign of the website, Garrett's old site did not perform well for mobile users, nor did it provide the valuable content their customers were searching for. Our solution also included a full inbound marketing strategy designed to increase organic search visibility, lead generation and sales. Through regular reporting we have been able to educate Garrett's on the basics of inbound marketing - including them in the strategy process. Month to month we continue to see increases in organic traffic and page ranking, and in the first five months inbound lead generation was up over 400%. In addition, we have been able to expand their online business to include golf cart rentals and service scheduling for each of their three locations.



“ We hired Waypost to design a new website and to handle the inbound marketing needs of our company. Their team has been professional, dependable, upfront and knowledgeable through the entire process. We could not be more pleased with the results! Their skilled inbound marketing staff have helped us improve our search result standings, giving us a greater web presence and an edge over the competition. ”

- Hal Garrett, Owner