

CASE STUDY [Auto Truck Group]



Challenge

Auto Truck Group is a leading truck upfitter, a service that manufactures and builds functioning trucks from a base chassis and cab for utilities, municipal governments, railroads, energy and related markets. Due to the extremely competitive nature of the upfitting industry, Auto Truck Group sought to improve both website traffic and internet search engine results, and ultimately sales. In addition, Auto Truck's brand identity was weak and inconsistent.

Solution

Modern Marketing Partners implemented a complete internet marketing program for Auto Truck Group including a search-optimized website, complete social media marketing, and a thought leadership blog, the UPFIT INSIDER. The Auto Truck website now offers extensive educational and training resources. A new and unified graphic identity is deployed consistently across all Internet marketing assets (tire tracks in dirt and gravel is a metaphor for the different types of work trucks Auto Truck manufactures).

Results

The new Auto Truck Group website and Internet presence has been a resounding success! Website traffic as measured by Google Analytics has grown to over 100,000 visitors, and nearly a 1/2 million page views. Pages per Visit, Visit Duration and Bounce Rate each exceed best practice benchmarks. Website search optimization results are reinforced by a 48% increase in search traffic. The new brand image has received positive feedback from internal stakeholders and customers. Importantly, Auto Truck sales are increasing at double-digit rates.