



BY TRUSTING THE MANAGEMENT OF THEIR ONLINE PRESENCE TO REACHLOCAL, 2 CHEAP CARS RECEIVED 1,500 NEW LEAD CONTACTS IN LESS THAN FIVE MONTHS.

2 CHEAP CARS

ABOUT

2 Cheap Cars are direct importers of quality used cars from Japan. With 13 locations around New Zealand, they've helped thousands of Kiwis find their dream car.

CHALLENGE

2 Cheap Cars knew that with more people researching cars online, they had to evolve in order to keep up with their potential customers. They wanted to work with a digital marketing company that could help attract those savvy online customers and provide strategic digital marketing solutions.

SOLUTION

Initially, 2 Cheap Cars started with ReachLocal's Search Engine Marketing and SEO solutions to increase customer contact via phone calls and web traffic. After a successful couple of months they saw an opportunity to increase visibility and conversions by adding Display Advertising to their strategy. Through these products, they were able to target and connect with their online customers.

RESULTS

In just over 4 months of working with ReachLocal, 2 Cheap Cars was exposed to over 1.5 million searches for used cars. This resulted in 37,000+ website visits and approximately 1,500 contacts. The increase in their online visibility and these results have given them great confidence in their digital marketing strategies.

"I would recommend ReachLocal to other businesses who need reliable advertisers who care about the company as much as the owners."

*Shogo Harada
Communications & Marketing Manager
2 Cheap Cars*

