



Cambria Automobiles Speeding up in a Slowdown

Who they are

- Cambria Automobiles Ltd
www.MotorParks.co.uk
Cambria, UK



What they needed

- A marketing tool to drive their expansion in tough economic conditions.

What they did

- Invested in Google AdWords to promote new dealerships and used the reporting of Google Analytics

What they accomplished

- Quadrupled the market share of MotorParks.co.uk and helped fuel exponential growth of new dealerships

While many of us were coming to terms with the finer points of sub-prime mortgages and bank bailouts, Cambria Automobiles was quietly establishing itself as the fastest growing group in the UK motor industry. From a single dealership to twenty two in just over a year (and what a year it was), Cambria has pursued an ambitious and hugely successful expansion plan. Its dealerships now cover a vast range of car manufacturers from prestige brands like Aston Martin and Jaguar to high volume models including Fiat and Ford. Tying the dealerships together is the flagship website MotorParks.co.uk. Cambria Automobiles was recently shortlisted at the AM 100 awards for 'Best Retail Group'.



Keith Webster,
Online Marketing Manager

The difficulties facing businesses in tough economic conditions are well documented: unavailability of credit, low consumer confidence and cash-flow difficulties. Cambria Automobiles is bucking the trend and its marketing strategy, centred on AdWords, is key to its success. Keith Webster is Cambria's Online Marketing Manager and he is a firm believer in marketing local products locally. He surmises "We base very simple AdWords campaigns mainly around our locations because we get the best ROI from our locations. We use keywords like 'Ford Focus in Kent' or 'Volvo Preston', where we have dealerships. It is better than something very generic like 'Ford Focus'."

"I don't think the market affects us. I think we affect the market."
Keith Webster, Online Marketing Manager

Webster believes online advertising is where the best value now lies. So as Cambria Automobiles continues to grow he envisages greater investment in online. He says "Our split between online and offline [marketing spend] is 50:50. But 95% of the leads are coming from online. So that is going to get increased without a doubt over the coming months." Despite Cambria Automobiles' exponential growth, Webster and his team pay meticulous attention to ROI. They run Google AdWords reports every morning to study conversion rates and click traffic. They schedule Google Analytics reports to keep up-to-date on bounce rates, page views and average time on MotorParks.co.uk. "We track absolutely everything", Webster says, "We have a generic 0844 number on every single bit of advertising we do, on every bit of marketing so we can tell what's working for us and what is not." He restates "Over the last few months offline is tending to fade away but online keeps increasing and increasing..."

In a year Motorparks.co.uk has increased its market share four-fold, securing its position as a top ten name out of 1400+ businesses in the sector. Cambria Automobiles is looking to double its number of dealerships by the end of 2009 despite wider economic uncertainty. For Webster, AdWords is an ideal tool in tough conditions. "AdWords is almost dummy proof. You can go on there without any training whatsoever. It is very straightforward to use. But it is what you do with the results that matter." He also points to the speed and flexibility of AdWords as an asset when the business landscape is changing constantly. "Without a doubt it is especially useful in the economic conditions we're in. It is so fast to use. It is a great tool. It really is." Webster's analysis of coming months is typically positive "I don't think the market affects us. I think we affect the market...we have interesting times ahead."