

Leveraging Content Marketing and Proprietary Technology for SEO Dominance

How WebStager Digital Media Spearheaded a Disruptive 2021 Bronco Launch Campaign for Skaha Ford, Commandeering Coveted Keyword Rankings Placement and Driving Online Traffic



Summary

Skaha Ford automotive dealership has been a family-owned fixture in the Penticon, B.C., Canada community since 1984. In recent years, a robust digital presence has become increasingly important to the dealership. While Skaha Ford invested in an online site, it became apparent their existing solution lacked the comprehensive approach they required to remain competitive—and assert dominance—in an ever more crowded digital space.



With local and regional dealership competitors encroaching upon their digital reach, Skaha Ford turned to WebStager and their amazing team to revamp their online presence and supplement any paid media with a wide-ranging content marketing strategy leveraging the power of WebStager's proprietary technology platform. A keystone of early efforts was a Ford Bronco campaign.

Challenges

For the first time in nearly 25 years, Ford Motor Company resurrected the 'Bronco' name and introduced an all-new lineup of three 2021 Sport Utility Vehicles (SUVs). Industry reaction was swift and furious, and an immediate groundswell of interest and opinion exploded online.

With so many pundits and publications instantly rushing into the digital space to claim their piece of the Bronco pie—and with so many dealerships, local and regional to Penticton, making moves to carve out their place in online rankings—WebStager faced the challenge of mounting a Bronco-driven content marketing campaign that would establish impressive organic reach and brand visibility, generate keyword dominance, and drive traffic to Skaha Ford's domain.



2021 Ford Bronco Returns To Penticton BC

In 1996 the sport utility market changed - with Ford retiring its beloved Bronco. Across North America drivers and critics alike mourned the loss, and a mid-size void began to grow. There was no comparable all-terrain option. Instead there was only disappointment.

Now there is celebration - because the **Bronco is back**.

After a 25 year hiatus Ford is returning the iconic four-door convertible to Penticton - and it's (yet again) redefining what SUV performance means. Available in Base, Big Bend, Black Diamond, Outer Banks, Badlands, and Wildtrak trims, this platform will deliver exceptional power and pure off-road fun.

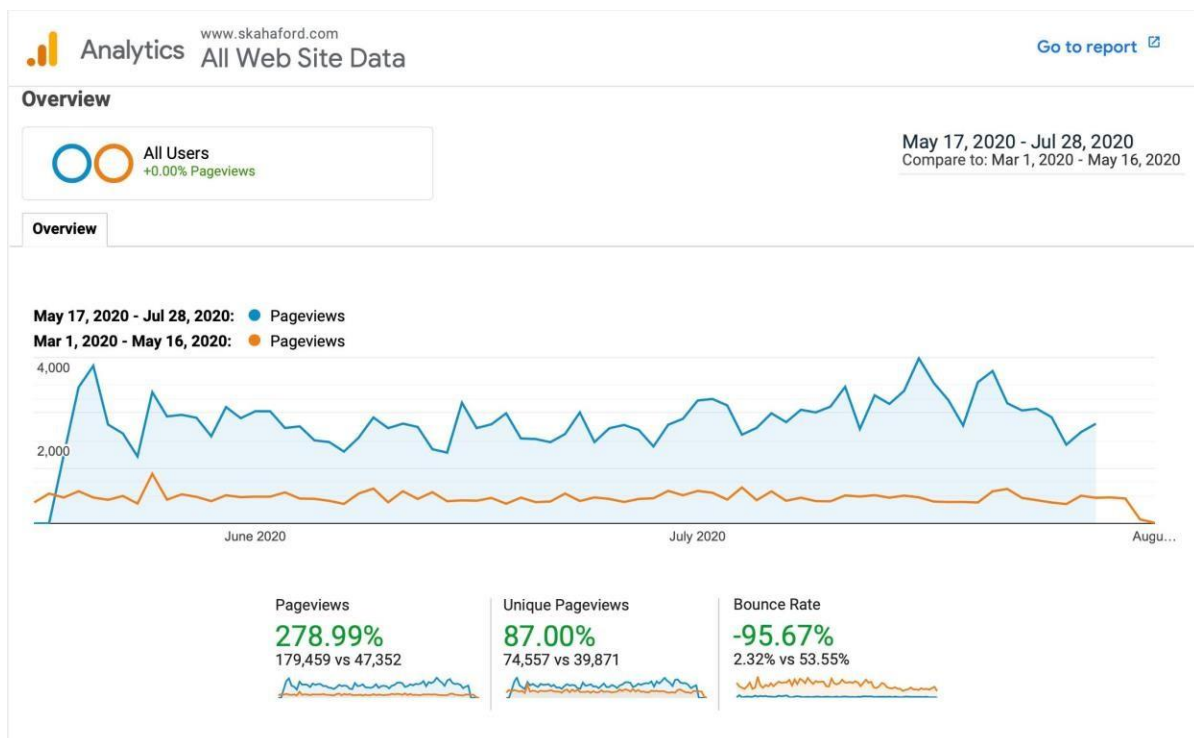
Solution

The central focus of WebStager’s strategy was a disruptive digital marketing campaign centered on the all-new 2021 Ford Bronco SUV. This initiative would achieve its directive in solving the aforementioned challenges through the utilization of a medley of core technologies, including:

1. A built-from-the-ground-up, proprietary digital technology platform with search engine automation and optimization underpinning its design
2. An integrated 'Knowledge Bank' feature, containing location-sensitive keyword strings relevant to the campaign and the target demographic
3. A series of blog engines—as opposed to a singular blog channel—boosted by one-click-publishing functionality to consistently broadcast Bronco-related content on a daily basis
4. First-of-its-kind 'Custom Content Channel' (CCC) page technology, providing a unique, visually arresting approach to marketing and brand amplification
5. Native social media integration, broadcasting content to hundreds of digital touch-points at the moment of publication

Results

All Website Data, Google Analytics, May 17 - July 28



From the period of May 17 through July 28, Skaha Ford experienced a 95.67% decrease in bounce rate*, a 278.99% increase in page views, and an 87.0% increase in unique page views.

Additionally, from May through July, Skaha Ford experienced a 66.10% increase in direct traffic, 36.78% increase in organic traffic, 39.40% increase in users, and a 40.90% increase in sessions. These gains were achieved in WebStager’s initial takeover of the Skaha Ford website; an immediate response to the company’s unique strategies.

*Bounce rate represents the percentage of visitors who enter a site and leave, as opposed to continuing a session with additional page views. A “bounce” denotes when a user views only a single page and takes no further action.

Bronco Campaign Data, Internal Landing Page Analytics, July 1 - Aug 23

Among all tracked Bronco-specific landing pages (CCCs), data shows a user average of 4.77 page views per session. Each user spent an average of four minutes on the site researching the 2021 Bronco.

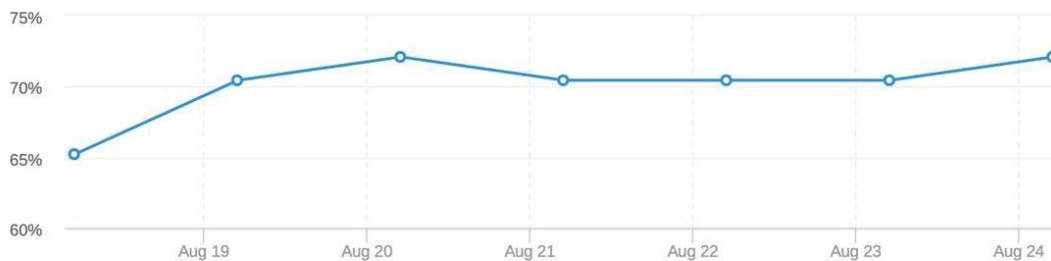
Bronco Campaign Data, Internal Blog Analytics, July 1 - Aug 23

During this same July 1 - August 23 period—which represents the beginning of the Bronco campaign—users averaged 8.2 blog-specific page views per session, steeply exceeding the industry average page-per-session rate of 1.4, per [Littledata](#).

Position Tracking: Overview (organic)

Tracking URL: skahaford.com
Device & Location: Desktop, Canada (Google)
Report Type: Organic
Volume Type: National
Period: Aug 18 – 24, 2020
Local pack: yes

Visibility



skahaford.com

Keyword Overview, Aug 18 - 24

For this one-week period, WebStager measured results across five separate keyword strings relating to the Bronco campaign. Skaha Ford enjoyed a 'Rankings Distribution Visibility' of 72.09% relative to its two closest regional competitors.

In that one-week duration alone, overall visibility increased by approximately 7% relative to the aforementioned regional competitors. Further, Skaha Ford now ranks second among these competitors for the coveted '2021 bronco okanagan' keyword string, moving up one spot from the ranking held prior to the start of WebStager's focused campaign.

Rankings in Top 10

Domain	Keywords	New	Improved	Lost	Declined
skahaFord.com	5	0	1	0	0
kelownaford.com	4	0	1	0	2
orchardford.com	2	0	0	0	2

Bronco Deposits

A total of 10 deposits were made to Skaha Ford for 2021 Bronco reservations as a product of this campaign. Due to the "evergreen" nature of the pages powering the initiative, they don't disappear like conventional, PPC digital advertising, resulting in lasting momentum that continues to build. Skaha Ford will benefit indefinitely from these Bronco campaign pages, driving awareness and future deposits.

Testimonial

Brad Jinjoe, Dealer Principal, Skaha Ford

"We're beyond thrilled with the results of WebStager's 2021 Bronco campaign and energized for what it means moving forward. We've seen the initiative drive immense awareness surrounding our reservations process and anticipate continued conversions beyond the enormous success of the first 10 vehicle deposits. With WebStager working on our behalf, it's an exciting time to be active in the digital space. Highly recommended."