



# Leveraging Content Marketing and Proprietary Technology for SEO Dominance – Alfa Romeo Canada

## How WebStager Digital Media Spearheaded a Disruptive 2021 Content Marketing Campaign for Alfa Romeo Canada, Commandeering Coveted Keyword Rankings Placement and Lighting up the Alfa Romeo brand Nationally.

### Summary

Alfa Romeo has been in business for over 100 years and synonymous with auto racing and sports cars.

In Canada, Alfa Romeo isn't as well known compared to other in class European brands like BMW, Porsche, Land Rover but in many ways out performs them.

With local and regional dealership competitors encroaching upon their digital reach, Stellantis and Alfa Romeo turned to WebStager and their amazing team to embark upon a nation wide content marketing campaign utilizing a wide-ranging content marketing strategy leveraging the power of WebStager's proprietary technology platform. A keystone of efforts for the Alfa Romeo brand awareness campaign.



**2020 Alfa Romeo Stelvio Keeps Ottawa Drivers in Control**  
Slip terrain – be it snow, rocks, water, or ice – often seems to come out of nowhere. While it may take the driver a moment to get a grip on the situation, the **2020 Alfa Romeo Stelvio** anticipates all challenges and is ready to handle hazardous surfaces before you've even seen them.

**2020 Alfa Romeo Stelvio Brings Confidence to Ottawa on Winter Days**  
The **2020 Alfa Romeo Stelvio** is an ideal option for Ottawa drivers who frequently find themselves up against the elements. Boasting peerless stability systems, this luxury SUV ensures that everyone and everything stays upright – whatever the weather or terrain.



#### Q4 All-Wheel Drive (AWD)

The **2020 Alfa Romeo Stelvio** comes complete with the Q4 All-Wheel Drive (AWD) system. Typically, 100% of engine torque is sent to the rear axle but, in the event that you encounter a loose or uneven surface, AWD will automatically redistribute up to 50% to the front axle for optimal stability.



#### Integrated Brake System

The **2020 Stelvio** comes with Alfa Romeo's advanced Integrated Brake System (IBS), so Ottawa drivers can count on the luxury SUV to deliver smooth and controlled deceleration – whether it's navigating a steep slope or coming to an abrupt stop. That means greater cabin comfort and less screeching tires.



#### Dynamic Torque Steering System (DST)

Should you encounter precarious terrain (be it in your neighborhood or on the open road) the Dynamic Steering Torque (DST) system inside the **2020 Stelvio** will engage Electronic Stability Control (ESC) – which works with Electric Power Steering (EPS) and Alfa Steering Torque (AST) to keep everything steady.



#### Anti-Slip Regulation System (ASR)

Those well-accustomed to Ottawa's winter weather will appreciate the ASR inside the **Stelvio**. The system monitors adherence limit based on driver torque requests and, should it be exceeded, will immediately dampen the axle spin to increase traction. This way, you regain command safely and quickly.



#### Traction Control System (TCS)

Even the smallest ice patch can cause trouble. If the **Stelvio** meets an unfriendly surface and only one wheel is affected, the Traction Control System will automatically send brake torque to the specific tire and apply an equal amount to the other. This decreases the wheel-spin to keep you in control and balanced.

#### Experience Stability Inside a 2020 Alfa Romeo Stelvio in Ottawa, ON

For Ottawa locals familiar with the risks that come with winter weather, there's no better option than the 2020 Alfa Romeo Stelvio. Starting at \$54,113, this luxury SUV enables you to drive with confidence and control – no matter what Mother Nature has in mind.

# Challenges

For nearly 110 years, Alfa Romeo has been in business but was a relative newcomer to the competitive Canadian marketplace. Their brand wasn't as well established compared to the other EU brands such as BMW, Porsche or Land Rover in the similar SUV class.

Stellantis had just taken over the former FCA and other brands and the Alfa Romeo brand was something they wanted to focus on because of its roots in the auto industry. Industry reaction was brisk, and an immediate display of interest and opinion surfaced by online auto related sites and social media everywhere.

With so many dealerships, local and regional other Alfa Romeo dealerships across the country, making moves to carve out their place in online rankings—WebStager faced the challenge of mounting an Alfa Romeo driven content marketing campaign that would establish impressive organic reach and brand visibility, generate keyword dominance, and drive traffic to the Alfa Romeo brand and dealers.



## **Compare The Competition: Learn How The 2020 Alfa Romeo Stelvio Ranks Among Canada's SUVs**

No choice comes quickly - with Canadian drivers seeking to compare, contrast, and catalogue every vehicle spec. They must ensure that they select the perfect platforms for *their* needs; and research proves critical... if not extensive.

Allow us to simplify the process.

# Solution

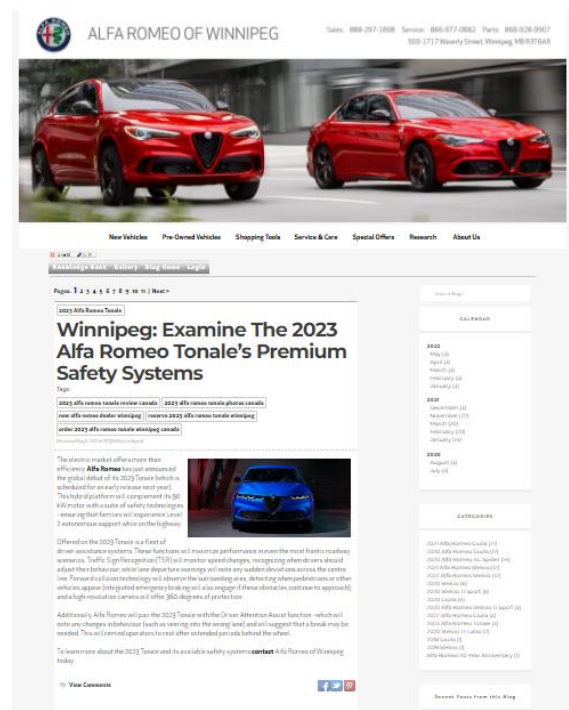
The central focus of WebStager's strategy was a disruptive digital marketing campaign centered on the Alfa Romeo brand while shoppers were researching Alpha or similar in class products. This initiative would achieve its directive in solving the aforementioned challenges through the utilization of a medley of core technologies, including:

1. A built-from-the-ground-up, proprietary digital technology platform with search engine automation and optimization underpinning Alfa Romeo
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 individually created on a common platform for each dealer with multiple blog engines per dealership to focus on long tail key phrase arrays — as opposed to a singular blog channel—boosted by one-click-publishing functionality to consistently broadcast Alfa Romeo content.
4. First-of-its-kind 'Custom Content Channel' (CCC) page technology, providing a unique, visually arresting approach to marketing and brand amplification speaking to Alfa Romeo features and in some comparing to competition.
5. Native social media integration from each blog engine, broadcasting content to hundreds of digital touch-points at the moment of publication
6. Tiny URLs auto created from each post back to the original content for max SEO exposure.

# The Details

In 2021, celebrating their 110<sup>th</sup> year in transportation, Alfa Romeo Canada wanted to elevate brand awareness nationally while educating potential and existing buyers of the innovation of their brand. Webstager was awarded the project of content marketing combined with social baking for their network of Canadian auto dealers.

We used our proprietary content distribution platform to create a mother ship site called <http://newalfaromeoresearch.com/> that would house and distribute content at scale for each location. Each dealership across the country had their own unique profile combined with content distribution engines and API for sharing content directly to their website.



Our North American based auto creative team created original Alpha and related article posts unique to each of their multiple offices across Canada. Each article was housed on it's own dealer specific blog engine capable of integrating with their individual social accounts and align with specific search SEO infused search terms. Each article was simultaneously distributed to each of the dealership's individual social accounts complete with images, content and key words with a tiny URL link back to the original for maximum SEO visibility.

### **Long Form Content and Research Articles**

Alfa Romeo wanted to connect with buyers along their purchase journey so we created articles digging deep into Alfa's performance, specs and comparisons to other brands. Our goal was for the Alfa Romeo brand to appear in search results when buyers were researching better established brands like in class Porsche or BMW. To address this task, long form content was produced digging deeper into the Alfa brand and comparing its features to competing brands showcasing the 2020, 2021, and 2022 Alfa Romeo line-up. All content was independently researched and followed Stellantis strict accessibility guidelines.

### **Custom Article/Blog Engine Per Dealership**

Each Alfa Romeo dealership received a blog engine hub, which hosted their individual posts and articles.

These hubs were paired with a custom image header, which was designed in-house.

#### **Custom Blog Plug-In**

A custom API script was built to integrate content directly onto dealer websites. This would allow

all blogs hosted on our custom engines to be cross-posted automatically.

### **French Translation Services**

Translation services were requested for some of the blogs in French speaking locations such as Quebec, with the dealerships wanting to target a French-speaking audience.

These posts were translated in-house.

# Results

Overall over 600 blog articles were created, thousands of long tail key phrase search engine publications, 30+ long form articles highlighting the Alfa Romeo brand or comparing to the competition. Close to 100,000 page views resulted in the initial campaign with an evergreen effect as original content continues to be visible by search engines.

Dealership	Articles	Page Views
<b>Alfa Campaign</b>		
<b>Blog Numbers</b>		
AR of Winnipeg: 105 Blogs 24,091 Views	105	24091
John Scotti Alfa Romeo: 12 Blogs 9502 Views	12	9502
John Scotti Alfa Romeo (French Translation): 5 Blogs 6317 Views	5	6317
Latest News: 8 Blogs 7595 Views	8	7595
Alfa Romeo of Oakville: 8 Blogs 1207 Views	8	1207
Alfa Romeo of Victoria: 65 Blogs 4779 Views	65	4779
Alfa Romeo of London: 65 Blogs 5087 Views	65	5087
Alfa Romeo of Calgary: 65 Blogs 5387 Views	65	5387
Alfa Romeo of Saskatoon: 25 Blogs 2138 Views	25	2138
Maranello Alfa Romeo: 8 Blogs 1631 Views	8	1631
Alfa Romeo of Toronto: 64 Blogs 7803 Views	64	7803
Alfa Romeo of Ottawa: 14 Blogs 2401 Views	14	2401
Alfa Romeo of Edmonton: 54 Blogs 4850 Views	54	4850
Provincial Chrysler: 53 Blogs 5717 Views	53	5717
Marine Chrysler Dodge Jeep: 12 Blogs 2347 Views	12	2347
Maple Ridge Chrysler Dodge Jeep: 54 Blogs 4900 Views	54	4900
	617	95752

