

Internet Marketing Case Study Westside Chevrolet



Pixion Creative

Document contains Internet Marketing Case Study of
Pixion Web Designing Services for Westside Chevrolet

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Web Designing

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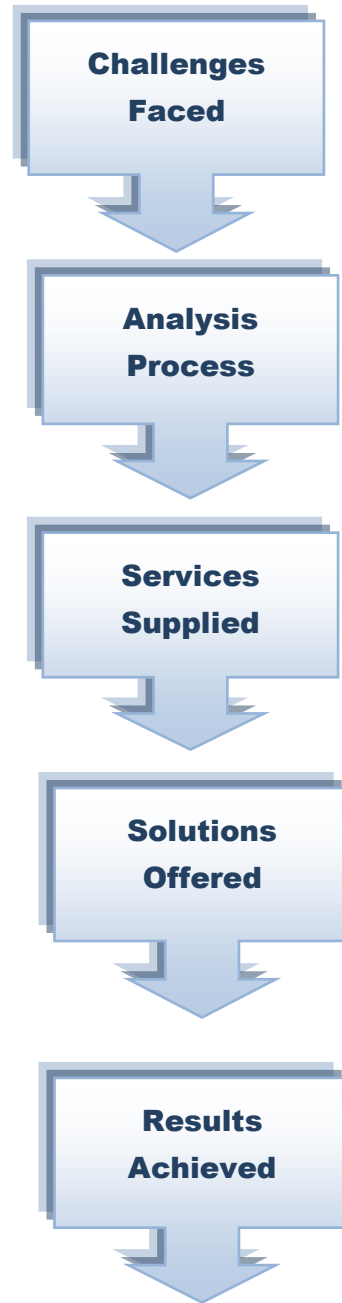
About the Document

The document contains case study paper on Internet Marketing services provided by *Pixion Creative Web Designing* for *Westside Chevrolet* client. The content present in the document enables proper business understanding of the solutions offered to the client on specific domains. Client requirements, goals to be achieved, solutions offered and results of the program, are all mentioned in-detail in the document.

The case study paper discusses about the positive client results achieved with the help of Pixion's integrated Internet Marketing strategic solutions. The document showcases a clear reporting of the various multi-level services provided to the client and accomplished resultant profits.

The Pixion professional team performed a comprehensive analysis of the client's problems and supplied profit-making Internet Marketing solutions to increase gain. The document reflects the course of actions incorporated to achieve the desired business growth.

Case Study Flow



Client Information

Westside Chevrolet is a US based car dealership company engaged in new and used vehicles sales. Located in Katy, Houston, the firm is a renowned and established cars sales corporation, housing a huge automobiles collection. The firm established a working relationship with Pixion Creative to take care of the growing online recognition concerns. The partnership was an ideal match that enabled the business outrank other competitors on the World Wide Web with the aid of innovative Internet Marketing web designing solutions.

The Challenges

Westside Chevrolet, located in the small town of Houston, integrated several marketing techniques as means to awake the publicity quotient.

The functions included advertising on television, radio and print medium (newspapers), in order to reach the local, neighboring and global community. The funds concentrated on these particular areas did not provide for any online marketing programs. Even with these popular measures the ROI (Return-On-Investment) proved inadequate to sustain growing demands.

The requirement to incorporate cost-effective actions became the need of the hour. Owing to increasing internet marketing backings garnering huge profits, the company decided to take part in the PPC (Pay Per Click) promotional campaign.

Cashing-in on the online boom was the option that was considered in totality. However, the PPC strategy did not achieve the desired results. More money was spent and less profit was received.

The imbalance remained an obstacle in the internet marketing programs undertaken by Westside Chevrolet, to promote business interests. The unaffordable situation caused by the unsuccessful PPC module was one of the major reasons the company opted for SEO marketing services.

The SEO programs had many flaws and Westside Chevrolet was back to square one; less user traffic and more loss.

- Lack of visible online presence on popular social networking sites.
- Deficient plain static flash programs.
- Low conducive search engine rankings, inviting low traffic and generating insufficient leads.

