

LOCAL MITSUBISHI CAMPAIGNS MADE SIMPLE

with custom PPC automation
by Bluerank





Reach:
Poland



Sector:
Automotive



Target audience:
Mitsubishi car dealers in Poland

ABOUT MITSUBISHI MOTORS

Mitsubishi Motors Corporation is a 100-year-old brand founded in Tokyo, dealing in the production of many innovative cars and their sale in more than 160 countries. The branch in Poland has been thriving for over 20 years - since 1996.

In its activities, Mitsubishi follows three principles:

- ✓ **Shoki Hoko** - Corporate Responsibility to Society
- ✓ **Shoji Komei** - Integrity and Fairness
- ✓ **Ritsugyo Boeki** - Global Understanding through Business



KEY OBJECTIVES

1 To help Mitsubishi dealers with digital transformation by:

- ✓ minimizing time and complexity of monthly campaign and budget planning
- ✓ giving dealers incentives for gradual budget increase for PPC activities
- ✓ removing obstacles that dealers found in campaign management and maintaining their satisfaction

2 Improvement of the centralized system of PPC campaign management for local Mitsubishi dealers by:

- ✓ avoiding campaign pauses due to late monthly budget briefs
- ✓ decreasing CPC costs by removing internal competition between the dealers
- ✓ saving time for budget management and communication
- ✓ avoiding human errors

TARGET AUDIENCE

We focused on the internal target group of the company – 24 Mitsubishi car dealers in Poland.

The dealers are the people who usually run family businesses, reluctant to online marketing activities. Our audience are focused more on personal contact with clients and traditional forms of marketing - outdoor and radio.

STRATEGY

We wanted to change their approach to online marketing. Our idea was to use Bluerank's R&D resources to create a web application that would:

- ✓ be easy to use by the dealers
- ✓ automate the process of monthly collection of surveys
- ✓ automatically obtain and present campaign results to the headquarters and the dealers
- ✓ impose some rules on the dealers including time frames or additional budget criteria



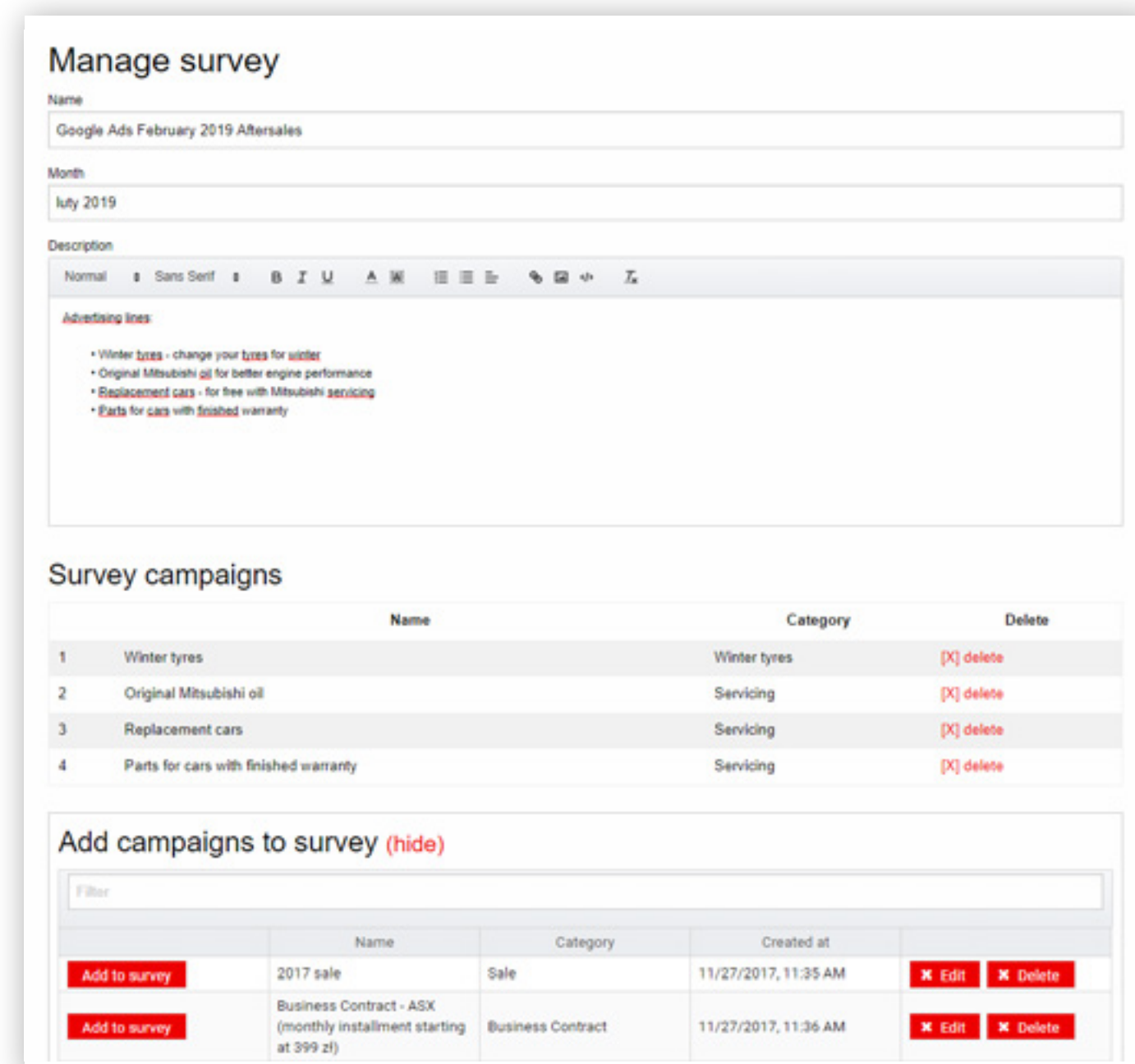
STRATEGY

At the beginning of 2018 we created a custom tool that fulfilled the above mentioned needs and also provided all sides with many additional values and features not planned before.



WEB APPLICATION

The application is available online and stores data in the cloud, so everyone has instant access. It controls the whole workflow of local campaign management including the following steps:



Manage survey

Name: Google Ads February 2019 Aftersales

Month: July 2019

Description: Winter tyres - change your tyres for winter, Original Mitsubishi oil for better engine performance, Replacement cars - for free with Mitsubishi servicing, Parts for cars with finished warranty

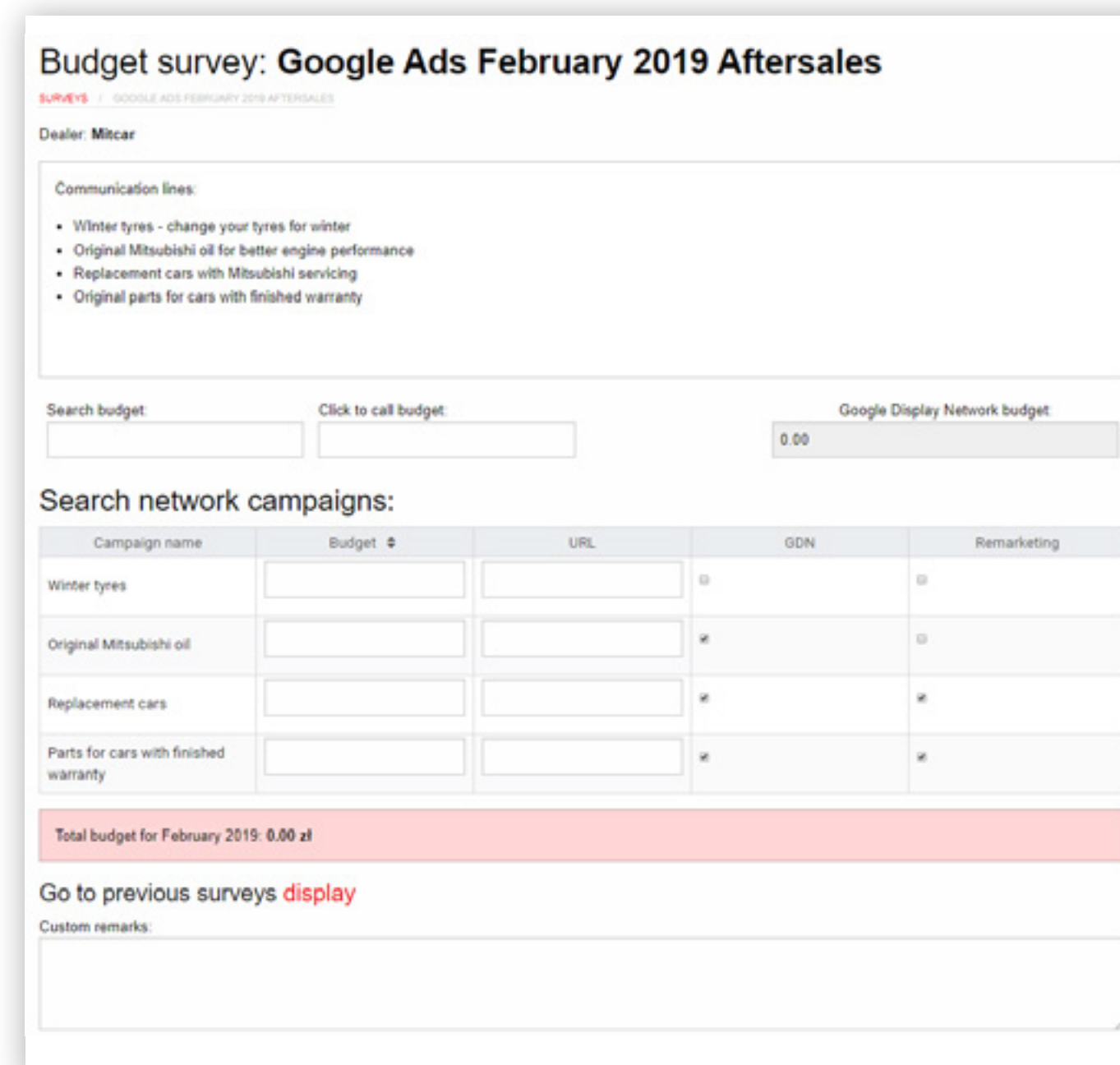
Survey campaigns

Name	Category	Delete
1 Winter tyres	Winter tyres	[X] delete
2 Original Mitsubishi oil	Servicing	[X] delete
3 Replacement cars	Servicing	[X] delete
4 Parts for cars with finished warranty	Servicing	[X] delete

Add campaigns to survey (hide)

Name	Category	Created at	Edit	Delete
2017 sale	Sale	11/27/2017, 11:35 AM	[X] Edit	[X] Delete
Business Contract - ASX (monthly installment starting at 399 zł)	Business Contract	11/27/2017, 11:36 AM	[X] Edit	[X] Delete

- ✓ Defining the campaign by the central office



Budget survey: Google Ads February 2019 Aftersales

Dealer: Mitcar

Communication lines:

- Winter tyres - change your tyres for winter
- Original Mitsubishi oil for better engine performance
- Replacement cars with Mitsubishi servicing
- Original parts for cars with finished warranty

Search budget: [input] Click to call budget: [input] Google Display Network budget: 0.00

Search network campaigns:

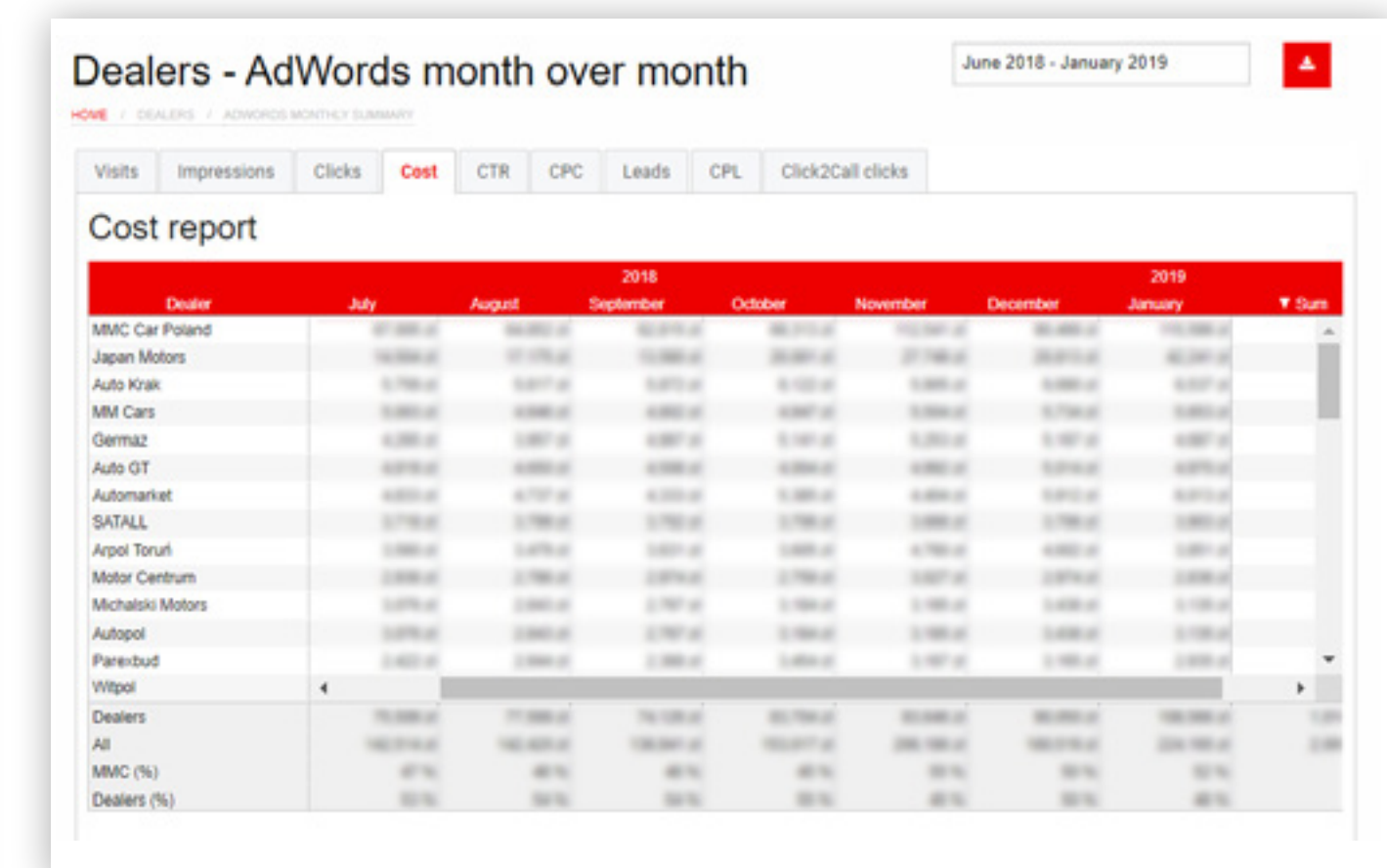
Campaign name	Budget	URL	GDN	Remarketing
Winter tyres	[input]	[input]	<input type="checkbox"/>	<input type="checkbox"/>
Original Mitsubishi oil	[input]	[input]	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Replacement cars	[input]	[input]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Parts for cars with finished warranty	[input]	[input]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Total budget for February 2019: 0.00 zł

Go to previous surveys [display](#)

Custom remarks: [input]

- ✓ Dealers assign their budget to available campaigns.



Dealers - AdWords month over month

June 2018 - January 2019

Cost report

Dealer	2018						2019	Start
	July	August	September	October	November	December		
MMC Car Poland	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Japan Motors	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Auto Krak	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
MM Cars	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Germaz	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Auto GT	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Automarket	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
SATALL	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Arpol Torun	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Motor Centrum	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Michalski Motors	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Autopol	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Parentbud	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Witpol	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	
Dealers	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	100%
All	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	100%
MMC (%)	10%	10%	10%	10%	10%	10%	10%	10%
Dealers (%)	10%	10%	10%	10%	10%	10%	10%	10%

- ✓ Bluerank's PPC has instant access to completed surveys and can apply needed campaign changes at once.
- ✓ The dealers have access to their reports, while the headquarters can see all the reports in one place.

ADDITIONAL FEATURES OF THE TOOL



automated reminders to dealers about the need to fill out the new survey



closing the ability to change surveys after 5th day of a month



budgeting restrictions, like at least 500 PLN per campaign to turn on display campaign



access to all surveys history



suggesting budget values basing on dealer's history and trends



automated API-based reports of actual spend vs assigned budgets



personalizing surveys for selected dealers (eg. excluding sale-related for dealers that only do the servicing)



automated API-based budget changes for known campaigns, even distribution of available budget basing on the number of days left and weekly trends

RESULTS & EVALUATIONS

Thanks to cooperation with dealers in creating and implementation the system for the local campaigns, we managed to improve the entire model of cooperation.

Implementation of system improved responsiveness of the dealers in **90%**

Increasing willingness to online activities and bigger budgets by **25% YoY**

50% time savings in communication and management of the campaigns

Increasing quality of campaigns and stabilizing CPC

More satisfied dealers thanks to improved transfer of information