



MARSHALL AUTO GROUP

# SMALL TOWN VALUES, BIG MARKET GROWTH

## Overview

Marshall Auto Group partnered with Dealer Teamwork to strengthen its digital presence, streamline marketing efforts, and drive measurable growth across its stores (Toyota, Ford, Chevrolet, CDJR, and powersports). Within the first year, the partnership evolved from foundational setup to **delivering record-breaking traffic and increased market visibility.**

## About Marshall Auto Group

**3rd**

**Generation**

Family-run  
organization

**5**

**Dealerships**

Located in  
Kentucky

**Their Philosophy**

Marshall Auto Group emphasizes and takes pride in personalized service, transparency, and a customer-first approach.

*"We focus on a small-town feel with small teams, aiming to help customers with any problems they have." - Troy Bendgen, Director of Marketing*

## The Challenge

When Troy Bendgen joined Marshall Auto Group in November 2024, he inherited a fragmented digital marketing strategy. Their previous provider was not effectively maintaining or optimizing their websites, leaving the group under-positioned for online success. At the same time, Troy was operating as a one-person marketing team, juggling multiple priorities across all locations.

**Marshall Auto Group needed a partner who could:**

- ✓ Take ownership of SEO and digital strategy
- ✓ Deliver consistent performance across all stores
- ✓ Provide strategic guidance—not just execution

## The Solution: Dealer Teamwork

Initially brought in for the CDJR store, **Dealer Teamwork's patented MPOP® quickly proved its value.** "Dealer Teamwork products are a game changer," said Troy.

Recognizing the potential, and the desire to grow the other stores, Troy expanded the partnership across the entire group, particularly for SEO services.

A key factor in the decision was Dealer Teamwork's consultative approach:

*"Adam wasn't sales-focused—he prioritized helping us grow, which made us comfortable with the investment."* - **Troy Bendgen, Director of Marketing**

### IMPLEMENTATION & SUPPORT

Dealer Teamwork worked closely with Marshall Auto Group to establish a structured digital strategy.

#### The partnership provided:

- A clear, actionable marketing game plan
- Ongoing optimization of SEO and advertising
- Hands-on support and strategic consultation

## Results

#### The results quickly became evident:

- Website traffic trending **higher than ever**
- **Google presence the best** it has ever been across all stores
- Multiple locations achieving **record-breaking traffic months**
- **Increased visibility** to new audiences

### A TRUE PARTNERSHIP EXPERIENCE

Dealer Teamwork provides Marshall Auto Group with consistent **peace of mind, ensuring their messaging, SEO, and digital presence are always working effectively.** With reliable support and quick issue resolution, the team can stay focused on broader business priorities instead of day-to-day marketing concerns.

More importantly, Dealer Teamwork operates as a true partner, not just a vendor. Their hands-on approach, deep expertise, and commitment to success sets them apart—bringing strategic insights, proactive collaboration, and a level of attention that makes the group feel prioritized, not overlooked.

The partnership has also been defined by consistency and trust, with Dealer Teamwork delivering on every promise made during onboarding—without surprises or disruptions.



*"They're not just a vendor—they're a partner. We're not just another dealership that signs up and gets forgotten. They've delivered on everything they promised—no surprises, no headaches."*

**Troy Bendgen**, Director of Marketing, Marshall Auto Group