



TAKING CONTROL OF THE CUSTOMER JOURNEY WITH **TOTAL SEARCH™**

Overview

When Nicholas Velez, Internet Director, at Valley Kia of Fontana took a closer look at their marketing strategy, they saw an opportunity to rethink the dealership's reliance on third-party lead providers.

Instead of continuing to invest in platforms where their inventory appeared alongside competing dealerships, Valley Kia Fontana shifted its focus toward driving shoppers directly to its own website. With Dealer Teamwork, the dealership built an integrated strategy around **SEO, SEM, specials pages, geographic targeting, and ongoing performance analysis.**

The result has been significant, representing a **70% year-over-year increase in units**, while roughly **70% of leads now originate from website traffic.**

For Nicholas, the biggest difference is having greater control over how the dealership reaches shoppers, where its marketing dollars go, and the experience customers receive once they arrive.

The Challenge: Moving Beyond Third-Party Leads

When Nicholas evaluated Valley Kia's existing marketing, he found leads coming from five or six different sources. The question became whether those providers were actually delivering enough value for what the dealership was spending.

Nicholas began looking beyond cost per lead to **understand conversion rates, lead quality, ROI, and how each source contributed to the dealership's long-term brand.**

Third-party marketplaces presented another challenge: Valley Kia was often competing directly against other dealerships on price. Nicholas wanted shoppers to understand the dealership's value, transparency, and customer experience—not simply see its inventory listed next to the lowest-priced alternative.

The dealership made a significant change, moving away from a few providers and investing more heavily in its own digital presence. *"Everything that we spend goes to our dealer image, which is the most important thing for me,"* said Nicholas.

That meant the dealership's website needed to become more than a destination. It needed to become a reliable source of traffic, leads, and conversions.

The Solution: An Integrated, Data-Driven Search Strategy

Valley Kia worked with Dealer Teamwork to build a more connected approach centered on Total Search™, bringing SEO and SEM together so each part of the strategy could support the others.

Specials pages became an important part of that ecosystem, giving the dealership a simple, visual way to broadcast offers across its inventory and bring shoppers back to the website.

"Your help has been tremendous. The specials page is the best specials page out there. We've tried other ones."

- Nicholas Velez, Internet Director

The strategy goes well beyond the specials pages. Valley Kia and Dealer Teamwork continually evaluate what is—and isn't—producing results, including:

- **Zip code reports** to identify high-performing and emerging markets
- **Geographic targeting** based on where customers are actually coming from
- **Model-specific campaigns** to address individual inventory opportunities
- **Keyword and budget adjustments** based on conversion performance
- **SEO and Google Business Profile optimization** to strengthen organic visibility
- **Website improvements** designed to simplify the path to conversion
- **Monthly performance reviews** to continually refine the strategy

That analysis revealed that approximately **80% of the dealership's business comes from within 15 miles**. Instead of spending broadly in areas unlikely to generate a return, the team tightened its targeting and created more focused campaigns around specific opportunities.

For Nicholas, the ability to adjust and scale the strategy is one of its greatest strengths.

A PARTNERSHIP BUILT ON DATA

The technology and strategy are only part of the story. Nicholas also credits the dealership's relationship with Dealer Teamwork—and particularly Account Manager Spas Stoykov—with helping Valley Kia continually improve.

Rather than simply agreeing with every new idea or recommending additional spend, Spas challenges the dealership to look at the data first.

That approach has helped the team determine when a new campaign makes sense, when an opportunity exists in a different market, and when advertising isn't actually the issue.

Nicholas values having a partner focused on results rather than simply increasing the dealership's budget.

"Sometimes it's not just about spending more money. And that's what I really like about Spas. He's not there just to take our money. He's there to support us and provide results."

- Nicholas Velez, Internet Director

With regular meetings, ongoing communication, and access to Dealer Teamwork specialists and engineers when needed, the dealership can continually adjust as its market changes.

The Results: Sustainable Growth and Greater Control

The shift toward an integrated search strategy has produced measurable results for Valley Kia of Fontana:

- ✓ **70%** year-over-year growth in units sold
- ✓ **70%** of leads originate from website traffic
- ✓ Google Business Profile photos generating up to **50,000** views
- ✓ Consistent **low cost** per hard conversion
- ✓ **More lower-funnel leads** with accurate phone numbers and email addresses
- ✓ **Increased organic traffic** that continues delivering value beyond paid campaigns
- ✓ **Greater control** over targeting, keywords, spend, and customer experience

Nicholas sees the growth as especially meaningful because it has continued month after month.

For Valley Kia, success hasn't come from simply generating more impressions or spending more on advertising. It has come from understanding what converts, investing in channels the dealership can control, and continually adjusting based on real performance data.

That approach also supports the experience Valley Kia wants to provide: transparent pricing, straightforward communication, strong follow-up, and an easier path for customers to do business with the dealership.



"We just keep wondering when all this is gonna stop. And it doesn't, which is fun. It's sustainable."

"With Dealer Teamwork, I'm able to push quality, follow-up, and customer service—instead of just selling on price."

Nicholas Velez, Internet Director