



USING VSEO WHEN IT COUNTS

For this month's dealer video marketing profile, I interviewed Danny Benites, general manager of Greg Lair Buick GMC in Amarillo, Texas. Danny's career started in 1984 as a salesperson, and he has worked in virtually every position in the dealership world.

AJ LeBlanc: [Can you give us a brief overview of your basic marketing strategy and philosophy?](#)

Danny Benites: As a small, rural dealership, we find ourselves having to compete with much larger stores with much larger budgets. In that respect, we have to take a "bang for the buck" mentality at times. These constraints make it extremely important for us to measure ROI continuously. Our investments have to produce results. Volume hides a lot of mistakes and we simply don't have room for error.

AJ: [What type of marketing efforts do you implement in the store on a consistent monthly basis?](#)

DB: We are almost 100 percent digital. Our efforts are mainly on our Website and its conversion, social media and video search engine optimization.

AJ: [Why is it important for a dealership to have Video SEO as part of an overall marketing strategy?](#)

DB: I can only speak to video's importance to us, being a small market franchise dealer. It is particularly important to a store our size because it levels the playing field. Video SEO enables us to dominate Google's Page One with high-quality video content while staying within

our budget. We use Video SEO religiously, and I can assure you, if it weren't giving us tremendous ROI, we wouldn't be doing it. I'm not very patient.

AJ: [Can you explain what Video SEO does for your dealership?](#)

DB: Too many ways to mention. There is one benefit that I didn't think about when I began Video SEO, and that is *legitimacy*. Online, we become relevant to the consumer — a real contender. The videos we use are incredible — Hollywood-type of stuff. People associate the quality of these videos to professionalism that they can expect when they get here. Without it, they may assume that we're just small-town hicks pitching horseshoes behind the service department.

AJ: [How has a Video SEO strategy impacted your Website's visibility on search engines?](#)

DB: All of our videos include a link to our Website. These links, as well as having our name and logo sprayed all over the videos, has increased our Web traffic. Not to mention, when viewing search results, the video thumbnails stand out like a sore thumb on your screen.

AJ: [How do you measure the effectiveness of your Video SEO strategy?](#)

DB: I really only want to know one thing: the percentage of Page One results when compared to the most popular search terms. Right now in our market, we are on the first page 95.7 percent of the time, based on the 152 most popular search terms/phrases. That's pretty stout by anyone's standards.

AJ: [Lastly, when did your dealership implement a Video SEO strategy, and what is the average increase you've have seen in sales/market share since implementing this strategy into your overall marketing plan?](#)

DB: We started our VSEO strategy just under six months ago. Year to date, we have seen a 33 percent increase in Buick market share and eight percent in GMC. The majority of this increase has been over the last six months.

