



Customer Case Study

Auto Recycler Slashes Marketing Budget and Gains 414 New Leads in Three Months

CUSTOMER: Tear A Part

CHALLENGE: Source more cars for less money. Tear A Part was spending between \$3000 and \$6000 per month on pay per click ads. However, these ads were not generating new leads.

RESULTS:

- Attracted new leads within 30 days of engaging Conversion Surge.
- Gained 414 new leads in the first three months.
- Cut online marketing budget in half.

“
Carlos showed how I was wasting my money on my current ads. He offered to work with me for a fraction of my existing budget. I had nothing to lose.

Chris Mantis, CEO at Tear A Part

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Chris Mantis has been in the auto recycling industry for 33 years. He and his father previously ran a full service business. In 2001, they created Tear A Part, a self-service auto recycler. “From that point forward business exploded,” said Chris, CEO of Tear A Part.

■ Navigating the Online World

As demand for auto parts grew, Chris needed to source more cars.

Cars are the lifeblood of the auto recycling industry. The challenge is reaching enough people who want to dispose of their vehicles.

Chris knew that his target customers could be found online. However, mastering the internet is a full-time job. It requires specialist knowledge.

Chris hired a local media company to help him out. The media company created Google ads aimed at people looking to sell their used cars. When someone clicked on one of the ads, they were taken to a page on the Tear A Part website.

Chris was spending between \$3,000 and \$6,000 a month on these pay per click ads. However, he wasn't seeing the results he hoped for.

“It didn't matter that we were paying more money for the car. We weren't getting the call,” Chris said.

To make matters worse, the media

company was not communicating with Chris.

“I was paying so much money for clicks but had no clear idea of how much business this was bringing in. Also nobody would tell me when my budget ran out. I would stop getting new leads. When I called up they would tell me I had used up my budget.”

■ More Cars for Less Money

Chris was frustrated. He needed more cars and was willing to spend money to get them. Yet his online campaigns weren't working.

Then a friend introduced him to Carlos Aguilar, CEO of Conversion Surge. Carlos offered to review Tear A Part's website and ad campaigns.

“Carlos showed how I was wasting my money on my current ads. He offered to work with me for a fraction of my existing budget. I had nothing to lose,” Chris said.

In short, Carlos was promising more cars for less money.

When Carlos reviewed the Tear A Part website, he was surprised by what he discovered. Some of the Google Ads pointed to broken web pages. Others went to an operational page that had no call to action.

People weren't contacting Tear A Part because they had no clear way to do so.



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With other media companies we were spending double or triple the money and didn't see results for at least three months. With Carlos we were getting new leads within 30 days.

Chris Mantis, CEO at Tear A Part

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“

With Carlos' help, we can crush the competition. I'm ready to conquer the world!

Chris Mantis, CEO at Tear A Part

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Carlos set to work. His goal was to ensure that website visitors contacted Tear A Part about selling their cars.

One of the first changes Carlos made was to add a compelling call to action. He created a button labeled "Sell Your Car and Get Cash Now". Chris also incorporated a short video explaining Tear A Part's business. Other changes included a persuasive headline and bullet points that addressed common objections.

Next, Conversion Surge created a new set of ads that directed people to the optimized home page. The leads soon started rolling in.

"With other media companies we were spending double or triple the money and didn't see results for at least three months. With Carlos we were getting new leads within 30 days."

In the first three months, Tear A Part gained 414 new leads. "We started buying cars like they were coming out of our ears," Chris said.

■ A Reliable Partner

Before meeting Carlos, Chris had lost faith in the media industry. He had worked with four high profile media companies. They had all let him down. In contrast, Carlos kept Chris informed and was always available to answer questions. On one occasion Chris saw a drop in new leads.

"The phones suddenly stopped ringing. My inbox was empty," Chris said.

Chris contacted Carlos to ask what was happening. Carlos immediately responded with an explanation. Google had changed its search algorithm. A change that had impacted all websites.

Conversion Surge worked to correct the situation. Within days, Tear A Part

was once again buying cars. Chris was impressed by how quickly Carlos resolved the problem.

"Carlos offers a boutique service. I know his attention is focused on us. I never had that with the bigger media companies," Chris said.

Chris had found a reliable business partner. Someone who never pushed him to needlessly increase his budget. "We've always had good, open communication. Carlos has always been really fair. Anyone else would constantly ask me to spend more money. With Carlos, we consistently came in under budget," Chris said.

■ Positioned to Expand

Business at Tear A Part is thriving. With the help of Conversion Surge, Chris is receiving more leads and more cars than ever before. He is building two new locations and creating a dedicated call center to handle the jump in call volume.

"With Carlos' help, we can crush the competition. I'm ready to conquer the world," Chris said.



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Appendix 1

A section showing a screen capture of all the advancements Carlos made to tearapart.com

1 Big headline with the offer

2 Subheadline to continue momentum of headline

3 Bullet list to overcome objections to not selling car

4 Call to Action that triggers form in another window

5 Added an explainer video to the page. Also let visitors know how long the video is and that it won't take much of their time

6 Moved awards and authority icons higher up on the page

7 Highlight yard times

8 Let them know used parts are guaranteed

9 Social proof from customers!

Visit Our Second Location in Ogden, Utah

Home Blog About us Contact us Cash For Cars

WEEKEND SPECIAL / SELL YOUR VEHICLE / PRICE LIST / FACILITY / OGDEN INVENTORY / SALT LAKE INVENTORY

RUNNING OR NOT, WE'LL BUY YOUR CAR

Get to know us in 40 secs

Tear-A-Part Auto Recycling

SERIOUSLY, WE MEAN THAT.

We will give you cash for your vehicle no matter the condition. We'll even come to you!

- ✓ Totaled? No problem.
- ✓ Missing a bumper? Great!
- ✓ No title? No problem!

SELL YOUR CAR AND GET CASH NOW

AS FEATURED IN:

YARD INFORMATION / USED PARTS INFO / DIRECTIONS

Yard Admission: \$1

Come in, WE'RE OPEN

M-F: 8:30am to 6:00pm
SAT: 8:00am to 4:30pm
SUN: 9:00am to 4:00pm

*Note: yard closes 30 mins prior

GUARANTEE

- ✓ All parts come with a 30 day money back guarantee
- ✓ For parts returned after 30 days but before 90 days, we'll give you store credit

Location: 652 South Redwood Rd. Salt Lake City, UT 84104 801-566-2345

Location: 763 West 12th Street Ogden, Utah 84404 801-564-6960

TearAPart is a Self-Service Auto Recycling company that strives to provide excellent customer service. We are committed to the protection of the environment that we all share.

How it Works / We Pay Cash for Cars / Customer Services / Our Customers

Find Out Why Our Customers Love Us!

Tear-A-Part pays cash for cars!

Kevin V.

WE OFFER FREE TOWING WITH VEHICLE PURCHASE!

USEFUL LINKS:

- HOME
- BLOG
- CONTACT
- ABOUT
- PRICELIST
- FACILITY
- SELL YOUR VEHICLE
- WEEKEND SPECIALS

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CALL US OR FOLLOW US ON:

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