



# KG Truck & Auto Case Study

Full-Service Marketing Campaign

## At a glance

KG Truck & Auto, a reliable truck and auto repair service, partnered with VIV to elevate their online presence. For the past three years, VIV has worked with them to set up a new website, improve their listings management, and optimize paid advertising efforts. The result has been a significant increase in traffic, engagement, and overall visibility, leading to a growth in customer inquiries and business success.

## Key metrics

KG was able to drive the following results in a short amount of time.



**10.71M+**

Impressions Generated



**8,748+**

Map Requests



**177,938+**

Call-to-Actions



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3,000+ Clients Nationwide

## CHALLENGES

- An outdated online presence that lacked the necessary tools to engage potential customers.
- Limited visibility across search engines and online directories, making it difficult for new customers to find their services.
- Lack of a structured paid advertising strategy to drive traffic and conversions.

## SOLUTIONS

- **Website Development:** VIV developed a user-friendly, mobile-responsive website that effectively communicates KG Truck & Auto's services and makes it easy for customers to get in touch.
- **Listings Management:** VIV ensured that KG Truck & Auto was accurately represented on all major search engines and online directories, improving their local search visibility.
- **Paid Advertising:** VIV implemented a tailored paid advertising strategy, targeting potential customers in the service area and optimizing ads for higher engagement and conversions.

## BENEFITS

1

### Increased Visibility and Traffic

KG Truck & Auto saw a significant increase in website traffic and visibility across search engines, with over 1.677M listings impressions and 10.71M ad impressions over three years. The increased exposure helped drive more walk-ins.

2

### Optimized Lead Generation

The tailored advertising campaigns and optimized listings generated over 7,668 click-to-call actions and 522 form submissions. These highly qualified leads translated into a significant increase in business opportunities for KG Truck & Auto.

3

### Cost Effective Marketing

With an average cost-per-click of only \$0.89, KG Truck & Auto was able to maximize their marketing budget, achieving a CTR of 1.66% and generating a solid return on investment for their paid campaigns.