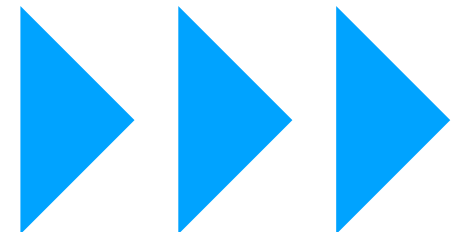




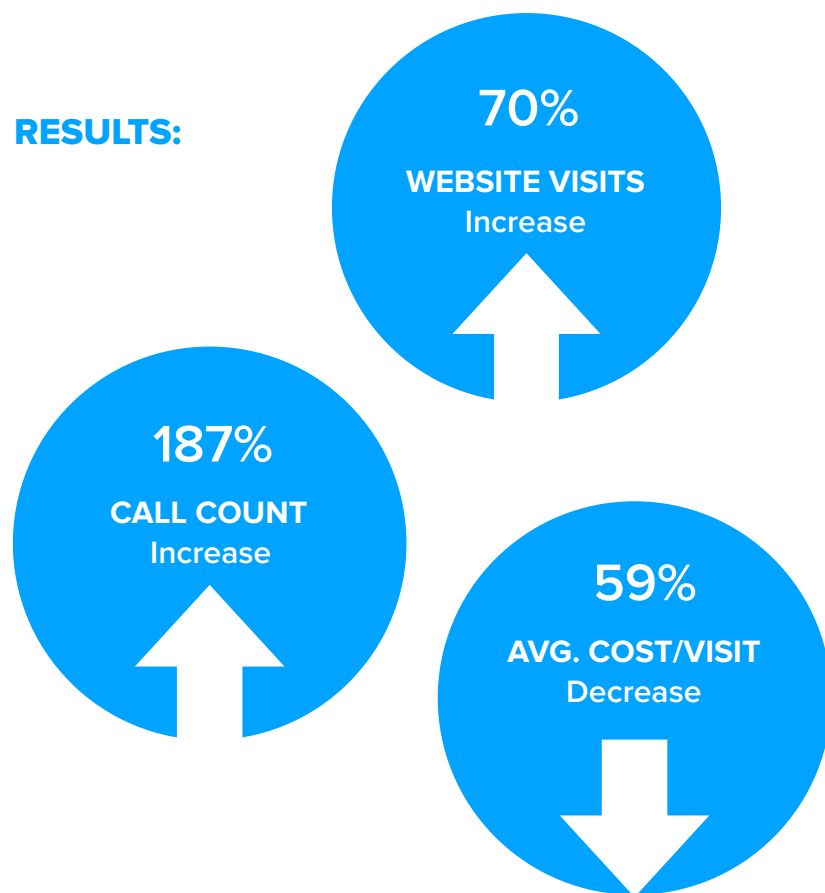
BM WORKSHOP

SUCCESS STUDY





RESULTS:



BM WORKSHOP is the largest independent BMW repairer in New Zealand. They specialise in delivering quality service to the trade when it come to BMW & Mini and carry parts for these brands alone. With branches in Auckland and Christchurch, they offer several cost effective and reliable carrier services.

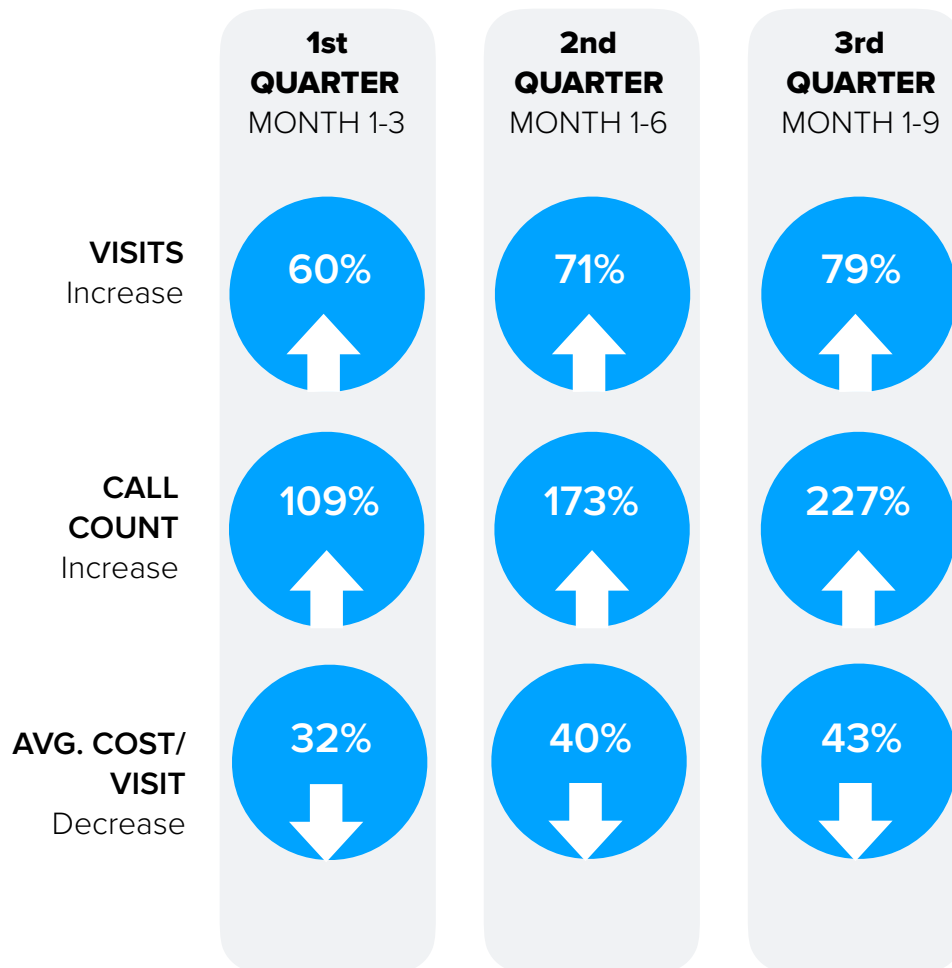
GOAL

When we met with BM Workshop initially, they hadn't experienced the power of online marketing so we had to prove that it could work for them and that we were the company to get them there. Being New Zealand's largest independent BMW and Mini repairer, it made sense to let Firefly handle their online marketing and let them focus on their core business.

Together we decided the global purpose for Firefly was to increase the number of new sales leads approaching BM Workshop. This flowed into the secondary goals of increasing revenue/bookings, gaining additional customer insights, and to use the Firefly Call Tracking and Recording to increase training and development opportunities for the sales staff receiving inbound calls.

OBJECTIVES

1. Increase Sales Leads
2. Increase revenue/bookings
3. Gain further customer insights
4. Training & Development for sales staff



“ BM Workshop thinks Firefly is awesome.

Firefly has been doing BM Workshops AdWords advertising for a long time. Initially, Anthony came in working for a different company. I was doing my own adverts at the time which did not give me the results I was looking for. Anthony showed great enthusiasm and drive, so I went with him at that time with good results. Unfortunately Anthony left that company and within 3 months the only campaign still performing was the one Anthony had set up for us. I went back to do my own AdWords till the start of the year when I ran in to Anthony. I was happy to hear he was back in to advertising and I gave Anthony and Firefly our account. We are very happy with the performance of our campaigns running. The feedback and suggestions we are getting from Firefly on improving our campaigns are much appreciated. The campaigns are getting monitored and tweaked to stay on top of the game even considering the limited budget we have. Now also having access to organise traditional advertising together with AdWords is a great step forward for us, this guarantees the different advertising campaigns are lined up with each other and we only have to deal with the one company to achieve this which is a great bonus.

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Guido BM Workshop www.bmworkshop.co.nz

