



Who they are

- Cal West Motors
- www.4mrwest.com
- Long Beach, California
- Used car sales



What they needed

- To market effectively in an increasingly competitive marketplace
- To target customers in their local area
- To grow sales

What they did

- Set up an account with an Internet Yellow Pages reseller partner using Google AdWords
- Targeted their ads to their local market so people searching on search engines like Google could find their products and services.

What they accomplished

- **Increased traffic:** Abdul's AdWords ads had an average of a 4.8% click-through-rate (CTR)◦
- **Increased calls:** AdWords ads resulted in a 10% click-to-call ratio

Driving Business

Cal West Motors stays competitive with Google AdWords

In the early 1980s, Abdul Adam was working at a service station when he saw an opportunity take shape. "People would ask if cars in for maintenance were for sale," he recalls. "So I started buying cars and putting them by the side of the road with 'for sale' signs on them. After a while I was making more money selling cars than pumping gas. So I decided to sell cars full time."



In 1989 Abdul opened his own used-car lot, Cal West Motors, in Long Beach, California. Almost 20 years later, he says the business of salvaging and selling automobiles still challenges and enlivens him. "It's more than just a business now," Abdul explains. "It's personal. It's such a big part of my life. I work almost 70 to 80 hours a week, and I truly enjoy it. It's in my blood."

Shifting gears

But the used-car business has grown more competitive in recent years, and Abdul needed to find innovative advertising options to get the word out about Cal West. "It's an extremely competitive business," he says. "And I knew we had to make ourselves heard loud and clear."

An Internet Yellow Pages (IYP) reseller partner helped him turn up the volume, with a fully managed search engine advertising service that uses Google AdWords™ to put advertisers in front of people searching for their products and services. Abdul's local rep from the IYP reseller signed Cal West Motors up for a search engine marketing (SEM) campaign and worked with Abdul to target his AdWords ads so that the campaign reached customers located in Southern California.

Abdul says that clicks to his web site have increased significantly since he started the SEM campaign. More importantly, those clicks are turning into calls: about 200 per day. "Almost 90% of our business is done through calls," Abdul points out. "Then we have drivers dispatched to go and purchase the cars. That's really the core of our operation."

"The market is getting tighter and tighter," Abdul explains. "And you have to find the right car at the right price if you want to make a profit. AdWords has helped me connect with the right buyers and sellers, and that's made a significant difference in my business."

A versatile engine

One of the benefits of AdWords is that it offers the flexibility that his industry demands. "Our business is divided into three different categories," he explains.

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit <http://www.google.com/adwords>

About the Google AdWords Authorized Reseller program

The Google AdWords Authorized Reseller program enables strategic relationships between Google and companies that can deliver the power of Google AdWords to their local merchants. We value the relationships and knowledge resellers possess in their communities, and share a mutual commitment to deliver targeted, measurable advertising solutions to local marketers. Small and medium-sized businesses working with an authorized reseller receive professional, full-service AdWords account management, from account setup and activation to ongoing campaign monitoring and optimization.

For more information, visit http://services.google.com/adwords_resellers



“Most of it is wholesale – we buy higher-end cars and take them directly to auction. Then there’s the retail side, where we sell cars in a lower price range on our lot. Finally, we do a lot of business with junk cars. Whereas other auto salvages might be looking for very specific cars in one of those three areas, we combine them all together.”

With AdWords, Cal West Motors can highlight any one, or all three, of those services based on the keywords the customer uses when they search. And Abdul has noticed the difference. Six months after Cal West’s SEM program with AdWords started, Abdul estimates that his wholesale business has grown from 0 to 30 percent of his gross profit.

What’s more, Abdul’s AdWords ads can easily adapt when the balance of Cal West’s business shifts. “It changes all the time,” Abdul explains. “Sometimes our junk salvage inventory is high; at other times – like when the economy is weaker – people may be trying to get rid of more expensive cars.”

“More and more of our customers are going online and searching on Google to sell or buy their car, and we’re going to shift more of our marketing budget toward online advertising with AdWords.” Abdul Adam, owner, Cal West Motors

But Abdul doesn’t have to worry about spending valuable time managing his account on a granular level because his IYP partner provides full-service account management, and keeps his keywords current with the latest car-industry and Google™ search trends. “I don’t have to manage my account,” he says. “It just works!”

A local lot

“As a used-car business, we’re always looking for inventory,” Abdul says. “Fortunately, there are plenty of cars right here in Southern California, and lots of people looking to buy and sell them.”

With AdWords, Cal West Motors can concentrate its message on that local customer base. Abdul’s IYP partner rep says reports show that most people who click on a Cal West ad are searching for a business in the area, with phrases like auto salvage Los Angeles or sell used car Los Angeles. There is no need for Abdul to reach customers outside of Southern California, so the IYP partner configures his ads to target only those local customers, helping Abdul spend his marketing dollars efficiently.

Highway to the future

After nearly two decades in the car business, Abdul has adapted his business and his advertising to not just stay competitive, but to take advantage of opportunities. “He’s always looking for new ways to market his business,” Abdul’s IYP rep says. “He’s a trendsetter, and it was a really smart move for his business to go with an ad campaign using Google AdWords.”

Abdul expects the trend to last a while. “More and more of our customers are going online and searching on Google to sell or buy their car, and we’re going to shift more of our marketing budget toward search engine marketing with AdWords. This is how we see our future.”