STRUCTURE M

RC AUTO SPECIALISTS

739 Service Leads at a Blended $22.75 Cost Per Lead

Tulsa, Oklahoma | Full-Service Auto Repair



MARKETING CHALLENGE

RC Auto Specialists did not have a visibility problem. The shop already ranked third organically for auto repair searches in Tulsa and had years of good work behind it. What it did not have was a lever. Rankings produced steady traffic, but nothing the owner could turn up when the bays went quiet, and no way to tell which marketing produced which phone call. That gap mattered more here than in most categories, because auto repair customers almost never fill out a form. They call, often from the car, often the same day. Any measurement built on form submissions would have missed nearly every real customer.

STEPS WE TOOK

1. Installed call tracking before spending a dollar on media.

In a category where customers call instead of clicking submit, a program without call tracking runs blind. We configured tracking first, so every lead could be attributed to a campaign, a keyword, and a cost — which is why every number on this page is a counted lead rather than an estimate.

2. Built paid search around how drivers actually behave.

Campaigns, call extensions, and ad scheduling were structured for same-day, in-market, nearby demand rather than broad reach. Over 14 months the program produced 739 tracked leads on $16,812 in media spend — a blended cost per lead of $22.75, and roughly 53 leads a month.

3. Managed to cost per lead, not to clicks.

We optimized continuously against the number the owner actually cared about, holding 2017 paid conversion rates between 21% and 25.5%. Organic was not left to coast: sessions grew 57% year over year while paid carried the growth, and the review base rose from 31 to 69.

AT A GLANCE

CHALLENGES

- Rankings, but no lever on call volume
- No call tracking or attribution
- Phone-first customers
- Only 31 Google reviews

RESULTS

- 739 tracked leads in 14 months
- $22.75 blended cost per lead
- ~53 tracked leads per month
- 21-25.5% paid conversion rate
- +123% Google reviews (31 to 69)

$22.75

BLENDED COST PER LEAD, 739 TRACKED LEADS

Blended, not averaged — total media spend divided by total tracked leads across all 14 months, June 2016 through July 2017. The strongest single month came in at $16.95 on 72 leads.