



“Brainstorm is a trusted partner. After engaging them to develop our website, truck buyer web traffic **skyrocketed 813%** year over year, sales leads increased and we had our best year ever.”

Shane Crook Marketing Director, Stoops

As one of the largest heavy and medium duty truck dealers in North America, Stoops Freightliner is a name synonymous with thought leadership in their industry.

Challenge

While Stoops had a web presence it did not function as a dynamic or integral part of their business, nor did it properly present their product and service offerings, or the innovative spirit that sets Stoops apart.

Stoops management understood they needed a wholesale change in their online presence. The site needed to be the epicenter of information, education, and promotion to reinforce and strengthen the Stoops brand. The partner to get them there was Brainstorm.

Solution

Brainstorm created a search engine-optimized (SEO) website built on a hub of education, leading to spokes of promotion and value-add customer offerings. Using expertise in user-interface design, brand-building and back-end development, we created a thoughtful and user-friendly site architecture as a foundation upon which to build the site.

We enhanced the experience with a mix of relevant content, intuitive navigation, compelling aesthetics, and animation. We also recommended and implemented a content management system (CMS) to allow the Stoops marketing team to easily make changes to site content whenever they'd like.

Outcome

Stoops unveiled the best-in-class website at a national meeting of Freightliner dealers.

As a result of Brainstorm's SEO strategy and detailed, best-practices web development methodology, Stoops benefited from an 813% increase in web visitors seeking new trucks for purchase or lease—an astounding 172% improvement in organic search engine rankings.

The site is now widely regarded in the industry as the destination to find heavy duty equipment, parts, service, and information. The bottom line is Stoops bottom line: They increased leads for their sales team and enjoyed their best year ever. They credit Brainstorm's efforts as a primary catalyst in that achievement. And their best year makes our day.

Key Benefits

Brainstorm credited by Stoops as a primary catalyst in Stoops best sales year ever

Dramatic increase in new truck sales leads

172% increase in organic Google search traffic

813% increase in truck buyer web traffic

Further elevation of Stoops existing industry leader brand equity