

Consistency + Efficiency = Sales Success for Kubota



Who is Kubota?

Kubota is a global manufacturer of agriculture and ground care products, as well as utility vehicles, construction equipment and more. The company is headquartered in Japan with operations around the world. Their mission ‘For Earth, For Life’ is a commitment to engineering excellence and continuous product innovation. That promise of quality makes consistency and efficiency key to their customers’ satisfaction and success.

The Challenge

With almost 600 dealers across multiple countries, Kubota Europe faced some serious challenges. Dealers presented inconsistent content, promotional and product information on their websites. And, it was difficult to track potential buyer interaction from online research through sales. Local sites offered different imagery and information, often without specific Kubota branded content. Preserving brand integrity locally while tracking new leads wasn’t the main priority and when a potential customer viewed a site, there was no existing, efficient means to track the contact and follow through on the sale.

The Ask

Kubota partnered with PowerChord, Inc. in August 2018 to create and offer locally branded websites to almost 600 dealers across seven countries in Europe. A targeted digital marketing strategy including paid search and social media drove traffic to the local sites, and PowerChord's proprietary platform technology tracked the leads so Kubota dealers could follow up.

The Results

Locally branded sites ensured Kubota was accurately represented in each local dealer's online presence. Targeted local digital marketing helped drive traffic to the sites. Through the PowerChord Platform, Kubota and their dealers gained full insight into newly generated sales leads, allowing them to convert website visitors into long-lasting sales relationships. This brand-to-retail strategy paired with PowerChord's platform is proven. PowerChord worked with Kubota to present a more consistent local brand image within their online dealer network. That presence combined with efficient lead tracking technology resulted in a better experience for dealers and for their customers, ultimately driving more leads and true sales opportunities, which is a win for everyone.

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THE FACTS

24% ↑

Increase in leads

41% ↑

Increase in click-through rates

89% ↑

Decrease in cost per click (CPC)

