



Moto 36 Yamaha

WSI helped Moto 36 Yamaha achieve an impressive conversion rate of 65%!



BACKGROUND

Moto 36 Yamaha is a Yamaha motorcycle dealership in Brazil, targeting customers who are seeking comfortable, practical, and safe vehicle options for themselves and their families.

With its diverse range of motorcycles, Moto 36 Yamaha serves different customer segments, including individuals searching for simple and affordable day-to-day motorcycles and those looking for larger ones for travel and leisure.

As part of the larger Yamaha brand, Moto 36 Yamaha leverages its website to connect potential customers with the adventure of motorcycle ownership.

Visit: moto36yamaha.com.br/

CHALLENGES

When Moto 36 Yamaha contacted WSI, the company was facing many business challenges, including:



Limited visibility

With its minimal online presence, Moto 36 Yamaha needed to improve its online visibility to attract potential clients and boost sales.



Inadequate strategic planning

Moto 36 Yamaha lacked the foundation for its digital marketing strategy, and their previous marketing efforts were not delivering quality results for the business.



Lack of creativity

Moto 36 Yamaha needed a creative and innovative digital marketing strategy to attract and engage potential clients to face today's competitive landscape.



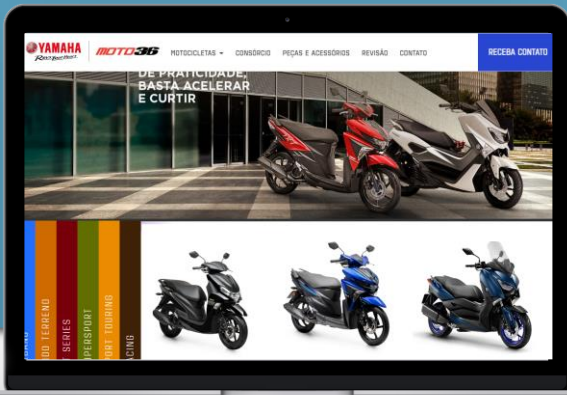
"I am very satisfied with the digital marketing strategy developed by WSI. We saw a 25% increase in sales in 2021 compared to 2022. This made the national Yamaha office present us with an increased sales goal for 2023 of 24%."

José Augusto
CEO, Moto 36 Yamaha

SOLUTION

WSI developed a digital marketing strategy focusing on social media and paid advertising for Moto 36 Yamaha. WSI's action plan included the following:

1. Creating and managing paid ad campaigns on various social media platforms to increase reach and the number of qualified leads.
2. Developing and managing targeted ads on Google to reach Moto 36 Yamaha's main audience. These ads attracted relevant traffic to the website and improved the site's conversion rate.
3. Creating engaging and informative content, including advertising materials for organic publications, that would attract and engage potential customers.



RESULTS

With WSI's help, Moto 36 Yamaha saw a significant increase in sales that their corporate head office recognized. Here are some of the outstanding results:



Generated over 2,500 leads through their website in 2022



Converted leads into 1,600+ sales, resulting in an impressive conversion rate of 65%



Increased year-over-year sales by 25%



48% growth in unique website visitors and a 60% increase in ad impressions on social media

FUTURE PLANS

With the success of WSI's strategy, Moto 36 Yamaha received well-deserved recognition from the national Yamaha Office. WSI remains dedicated to supporting Moto 36 Yamaha throughout its business plans.

**Is your organization in need of similar support and results?
Get in touch with WSI and start unlocking a world of possibility for your business.**

www.wsiworld.com/speak-to-a-wsi-expert