

BUZZNERD TRUCKS

When buyers are looking for trucks and trailers online, they need to find your dealership first. In addition to hosting and custom-building websites for manufacturers, dealers, brokers, auctioneers, and other service providers across its industries, Sandhills partners with website providers who specialize in marketing trucks and trailers to make your next decision on who to trust with your company's online presence even easier. Here's what BuzzNerd Trucks brings to the table.

ABOUT BUZZNERD

Nearly a decade ago, Jerry Van Galder was working at Microsoft when he was first introduced to the needs of the commercial trucking industry. "A buddy of mine who worked at Husky International in south Seattle asked if I could help with the dealership's website and online marketing," explains Jerry. "After I started helping, the phones started ringing, and something clicked. I realized I could bring what I knew about technology and online marketing to an industry that really needed it—combining my area of expertise with

theirs to generate results for truck and trailer dealers."

Today, Seattle-based BuzzNerd provides websites, premium online marketing, and other tech services focused on the heavy trucking industry. Its employees offer nearly 20 years of combined industry experience, creating exposure and engagement (the buzz in BuzzNerd) by helping truck and trailer dealers leverage tomorrow's tech and data (the nerd).

BUZZNERD BENEFITS

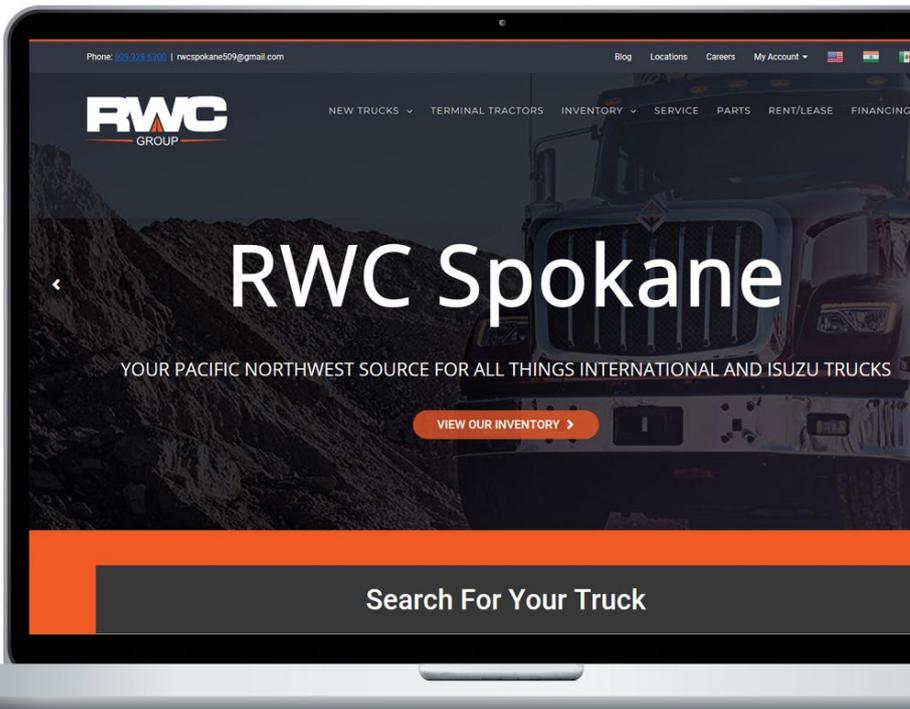
It starts with a design process that's tailored to the unique needs of each individual dealer. "We've built and worked with dealers that want little to do with the design process," explains Jerry. "On the other side of the spectrum, other dealers really want custom designs and software development, and are heavily involved in the process." When it comes to design, BuzzNerd takes a mobile-first approach that responds to the user preferences of today's truck buyers. "It's a design methodology where

we design for mobile devices first, then iterate for larger viewports such as tablets and desktops." Integral to its design process is a high-level practice called journey mapping, by which designers outline the step-by-step experiences users have based on how and when they access a website and their behavior once they get there. For example, when a user lands on a dealership's homepage, a BuzzNerd design helps them get to inventory as quickly as possible, avoiding cumbersome search forms and multi-step processes that require extra action on the user's part. It's a simple, proven-effective approach, notes Jerry. "In short, we take Fortune 500 development and design concepts, and bring them into the trucking industry."

Beyond design, BuzzNerd is particularly focused on SEO (Search Engine Optimization), which requires a holistic approach that drives organic traffic by getting on the radars of the biggest search engines, and strategically leveraging quality content. "A lot goes into effective SEO," explains Jerry. "We provide inbound marketing, email marketing, integrated social media



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one of the first things we had to do was synchronize the import feeds for inventory dealers listed through Truck Paper—so I've been working with Truck Paper in some capacity for a number of years," explains Jerry. Dealerships ultimately benefit from access to web-based tools that include customer and inventory management applications, comprehensive asset valuation software, and portals that simplify buyer services.

AN EASY SOLUTION

For BuzzNerd Trucks, the partnership combines its staff and expertise with Sandhills' scope and infrastructure to provide an unprecedented value for truck and trailer dealers. "I don't think there's a better fit out there," says Jerry. "Anything and everything we do revolves around the needs of dealer in this market and their customers. We're able to offer a top-of-the-line web presence and the best technology, marketing, and support services available."

Interested in learning more about what BuzzNerd can do for your business? Visit www.BuzzNerdTrucks.com to learn more, and schedule a free comprehensive data analysis.

accounts, target keyword services, pay-per-click campaigns, digital listings management, customized blog content, and other services that leverage unique and pertinent content to generate traffic." BuzzNerd also offers advanced lead-routing software that can be customized to transition phone leads to the correct dealership location, division, department, or person, and ecommerce platforms that include an accounts receivable portal where dealers can view and pay invoices. BuzzNerd's marketing and optimization services are rooted in data analytics, which means that they must be dynamic and ongoing. "We provide a number of data analyses, including heat map testing to

determine which functionalities are most effective," explains Jerry. "Then we take that data and funnel it so we know when people are landing and leaving. Ongoing data collection and analysis, and the implementation of data-informed changes enable BuzzNerd to offer truly premium products and services."

BACKEND TOOLS THAT SIMPLIFY

As a preferred website provider, BuzzNerd is also able to leverage the tools available to dealers and buyers through the Sandhills Cloud to build websites that are even more effective. "When we first started working with dealerships,