

DWP – Driving PR & Marketing in the Right Direction

Genuine Car Services (GCS)

Background:

Since GCS was established in 1999 by Paul Alford, it has been providing motorists in Bath and across the South West with a one stop shop for all their motor service needs. From its garage based just off the Frome road, the company provides a personal and knowledgeable service to over 3,000 customers each year. Although GCS has built a strong reputation through word of mouth, it required a new website to inform its present customers and attract new customers. After 10 years in operation, the GCS brand also required updating.

Achievements:

Following the brand redevelopment, DWP produced a detailed web strategy and brief. It then project managed the entire development of the website. This included the following key elements:

- ◆ Copy writing all of the pages, as well as interviewing customers and producing case studies.
- ◆ DWP briefed its associates and managed the design, photo-shoot, web development and Search Engine Optimisation (SEO).
- ◆ New services were also created. These included an online car sales service and a new car doctor service, which now directly links customers with GCS owner, Paul Alford.
- ◆ DWP finally promoted the new website direct to customers and through the media.

Client View:

Paul Alford, Owner and Founder, GCS commented:

“The development of our website was a very smooth process. With DWP managing the entire project, we not only benefited from the expertise of their associate network, I also found that I could concentrate on the business – rather than being consumed by the development. The website was launched on time, and we really do now stand out from our competition in the area.”

