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GTS Transforms Gerber Collision Web Marketing

GTS Taking the Lead in Optimizing the Internet for Collision & Glass Businesses

Portland, Ore, August 27, 2008 – GTS today announced a significant customer win with Gerber Collision & Glass, partnering with an industry leader to bring more visitors to its Website, convert visitors into customers, and help Gerber adapt its internet marketing strategy by accurately measuring what works and what does not.

According to Gerber, the engagement with GTS has been a positive deal all around for its Web marketing.

“It is one thing to put up a Website, and then another totally different thing to make it work for you with metrics, search engine optimization, and real-time indicators that tell you if your message is converting visitors into customers,” said Eddie Cheskis, CEO Gerber Collision & Glass.

With their Web site honed, Gerber is now linking it with their offline media. For example, radio ads send customers to the Website to get more information and bring in sales leads.

“If you are not effectively using the Web, you are losing customers and money. GTS’ years of experience in the industry coupled with their extensive Internet knowledge has been an invaluable resource to our Web business.” said Cheskis.

How GTS Internet Marketing Services made a difference

The Web is unique in being highly measurable in real-time. Companies do not have to sink resources into quarterly – or longer – marketing guesses. With the right tools and expertise, such as GTS Internet Marketing Services, they can quickly take the pulse of their efforts and course-correct, unlike static marketing such as print ads, brochures and Yellow Pages directory entries.

Gerber completely redesigned their existing Website in response to analytics and consulting with GTS. Gerber can now easily see where customers are coming from (Google vs. Yahoo, etc), search terms they used, what they are searching for how long they stay, and whether or not they convert to a sale.

With analytics installed by GTS, Gerber can track what is working and what needs to change. This enables smart marketing decisions going forward. For example, Gerber can build multiple versions of online ad copy and test which ones drive the most success – without having their budget locked into print media.

Said Mike Jones, President GTS, "We look at a customer's Web presence from every angle, including layout, the graphics, the language, the design and how easily prospects can get to the information and make the buy decision. We make sure the company is prominently displayed in the search engines, and that they take prospects directly to the information they are looking for."

About GTS

For over 25 years GTS has been helping glass and collision businesses grow through technology. The company's internet marketing experts have a unique approach to simplifying the Web for its customers. Whether it is on-line advertising management, ranking well on search engines, improving customer engagement, or web analytics, GTS keeps pace with the online business trends to deliver high performance – but budget friendly – websites. For more information, visit GTS Internet Marketing Services online at www.gtsservices.com/internet-marketing-services.aspx

About Gerber Collision & Glass

Gerber Collision & Glass is a wholly owned subsidiary of The Boyd Group, Inc. Gerber has been dedicated to a philosophy of providing quality repairs and service to insurance companies and their customers since 1937. Currently operating 48 collision repair and auto glass centers in seven states as well as Gerber National Glass Services (the oldest nationwide network of over 3,000 independently operated auto glass members). Gerber has over 800 employees.

About The Boyd Group Inc.

The Boyd Group Inc. is the largest operator of collision repair centers in Canada and among the largest in North America. The company operates locations in the four western Canadian provinces principally under the trade name Boyd Autobody & Glass and in six U.S. states principally under the trade name Gerber Collision & Glass. The Boyd Group Inc. is focused on its plan to be a leader in the consolidation of the highly fragmented North American collision repair industry, recently estimated to generate approximately \$40 billion in revenue annually. For more information on The Boyd Group Inc. or Boyd Group Income Fund, please visit our Web site at www.boydgroup.com.

About The Boyd Group Income Fund

The Boyd Group Income Fund is an unincorporated, open-ended mutual fund trust created for the purposes of acquiring and holding certain investments, including a majority interest in The Boyd Group Inc. and its subsidiaries.

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