

Cocoon launches new Short Term Contract Hire website

By Cocoon Vehicles

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Cocoon Vehicles have decided to split their main website into 2. With their latest web presence focusing on Short Term Contract Hire and Leasing

Cocoon Vehicles is no stranger to Short Term Contract Hire and Leasing offers. From the first day of incorporation, Short Term Leasing was top of the list in terms of enquiries.

Suppliers of these vehicles have come and gone, yet Cocoon Vehicles has managed to stay put. "We found many companies offering these cars have gone and at one point our funders behind our long term contract hire remained very nervous about taking on even the stronger companies." Comments Paul Stone, Sales Director

"Cocoon as a company had to do something, so we decided to take advantage of our credit lines with the major funders to get some vehicles in, we ordered Audi's, Citroens and VW's including the very popular Scirocco Coupe."

"We could then cover our customers until the funders relaxed their credit criteria" Paul continues "We have since found a new supplier of Short Term Contracts, so our Marketing team decided a dedicated Short Term Contract website would be the best route"

Cocoon have designed the website in house, to test the water. But having ran a test site for a few weeks the hits have been in the thousands. Rhys Adams, Marketing Director at Cocoon explains "We ran some test campaigns on Google Adwords and MSN Adcenter, on keywords we would never normally used. We decided that the standard term 'Short Term Contract Hire' and 'Short Term Leasing' was too costly, so we decided to look for alternative search terms"

Rhys Adams is no stranger to marketing, having left a large Motor Group as a Group Marketing Support Manager. "I tried to encourage my previous employer to look more towards the web and the social networking side, which they seemed to ignore at first. When I was made redundant I decided to implement my ideas to Cocoon and it works very well"

"We attend the majority of the Networking meetings in the Derby area including 4Networking, Derby500 Club and the Chamber of Commerce Events." Continues Rhys "We also have a large online presence, especially on Twitter and the Business Forums"

For more information on the Short Term Contract Hire and Leasing offers that Cocoon Vehicles have, please call them on 01332 290173 or visit their new website <http://www.short-term-leasing.co.uk>

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Cocoon Vehicles in Derby, offers a Vehicle Sourcing and Contract Hire service. With no less than 12 funders, Cocoon will shop the market place for the best deal on your next new or nearly new car or van. Whether its and Outright Purchase or Contract Hire.

Category	Automotive
Tags	short term contract hire, short term lease, short term leasing, flexible car leasing, long term car hire, long term car
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