



eTraining

Effective Digital Marketing Strategies



Greater New York Automobile Dealers Association



Workshop Goals

- To understand the concept of Internet Marketing.
- To identify how a good website functions.
- To create an effective digital advertising strategy.
- To learn about various methods of lead generation.
- To build promotions to increase dealership visibility.

Workshop Goals

- To understand social media and reputation management.
- To learn about search engine optimization (SEO) strategies.
- To understand the importance of video strategies.
- To create ways to compete with top dealerships nationally.
- To incorporate cost effective strategies for the

Goal Planning

- Create an Advertising (Marketing) Budget
- Evaluate current performance of advertising sources
- Research different products within the industry
- Create an effective marketing plan
- Monitor the sources on a monthly basis
- Make changes as needed
- Follow updated market trends

The Internet

- Developed in the 1960's by US Department of Defense
- Email first used in 1971
- ftp –file transfer first used in 1973
- Non military use starting in 1988
- Mosaic first good web browser released in 1993
- Today over 1.4 Billion people use the Internet
- 2008 87.5% of US homes have broadband access
- 2008 95% of US workers have broadband access

- Almost Everyone is an Internet Customer
- Over 90% of all customers go online to do vehicle research
- 98% of all "High line" customers go online to do vehicle research
- 6 Hours is the average time spent online doing vehicle research

- 83% research vehicles online
- 80% visit 3rd party web sites
- 79% research auto dealerships
- 69% use consumer generated content
- 68% of new car buyers find auto info on online TV shows

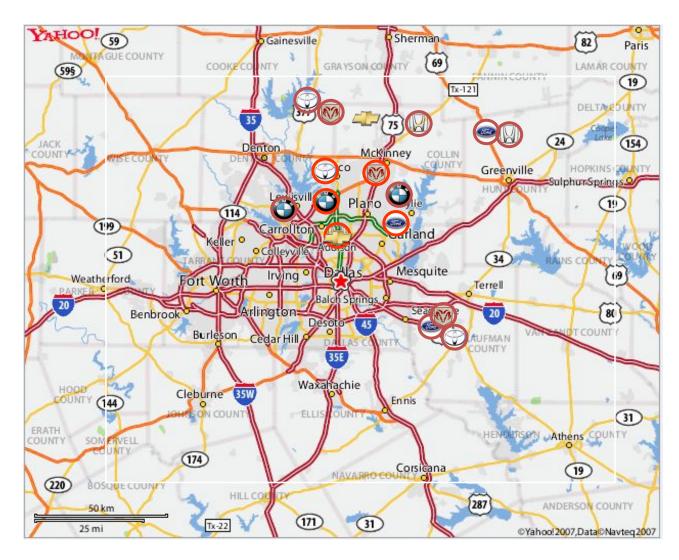
- 63% view vehicle ratings and reviews
- 48% view dealership inventory online
- 23% view dealer ratings and reviews
- 22% view enthusiast sites
- 20% called to see what models are available

This is how consumers shop for vehicles now...

Take a look at this video...http://youtu.be/bj3jkkSISWk

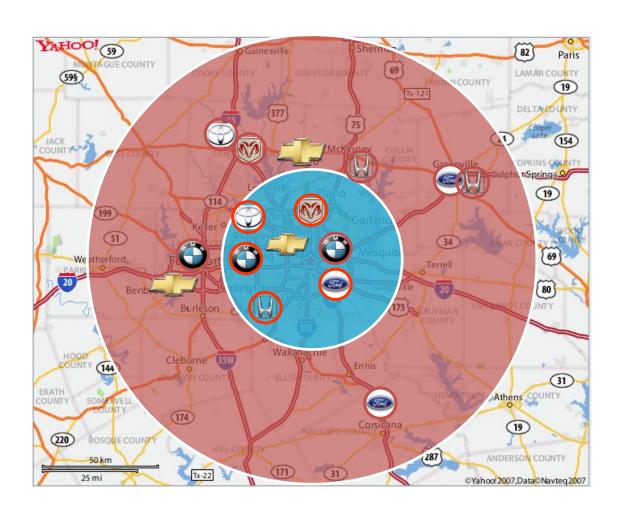
Where to Purchase

Customers visit an average of 6 dealerships, but tend to shop only one dealership per Brand



One third of consumers will drive more than 20 miles from home

32% of consumers are willing to travel farther than 20 miles



Digital Advertising

When building a Digital Strategy - Start where you are then work your way out. Dealership Website Party Providers Mobile Marketing **Cross Promotional** 10. Reputation Management

Digital Advertising

- Leads
- VSEO
- SEO/SEM
- Social Media
- Permission based email
- Free Stuff
- Pseudo Sites
- Focus Sites
- Viral Marketing
- Mobile Marketing
- Cross Promotional Marketing
- Reputation Management

Dealer Websites

- Your Virtual Dealership
- Open 24/7/365
- Design
- Functionality

Dealer Websites

What makes your dealership website great?

Let's look at some examples...

Dealer Websites - Affiliations





Dealer Website Tools

- Live Chat
- Videos
- Dealership Reviews
- Product Reviews
- Social Media
- Promotions
- Affiliations

Live Chat

Increase website conversion

Improves lead response time

Increases lead volume

Provides Instant

Live Chat

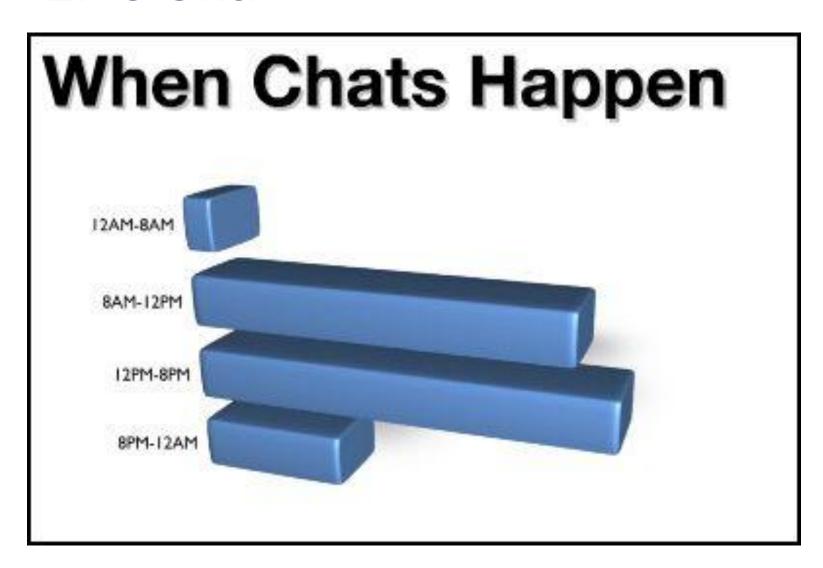
Handle chats like phone ups

Provide proper answers

Ask engaging questions

 Secure contact information

Live Chat



Good Chat Example

Katie says @ 6:46:49 PM:

Hello letica. My name is Katie how can I help you?

letica says @ 6:47:07 PM:

looking to lease a nissan sentra

Katie says @ 6:47:31 PM:

Excellent choice Letica. I'd be happy to help you today.

Katie says @ 6:47:40 PM:

Are you looking for any added options, or a certain color for your Sentra? letica says @ 6:48:18 PM:

a white one and not sure about options yet...the advertisement for 109 per month...which model is that?

Katie says @ 6:49:37 PM:

I'd be happy to have our Internet Sales Manager put together some Sentra leasing options that work for that special.

Katie says @ 6:49:58 PM:

Once we have some Sentra options lined up, and the details for that leasing special, what is the best email address to contact you at?

letica says @ 6:50:12 PM:

leticia.schiano@ogilvy.com

Great Deposit to set the tone of the chat and Katie lets Letica know that she is happy to help! Perfect way to start a chat!

> by asking a darifying question to narrow down what the chatter is looking for.

Very good email request. Its to the point and specific to the information the shopper requested!

Good Chat

Katie says @ 6:50:46 PM:

Thank you Leticia. And to verify, is your last name Schiano, like in your email?

letica says @ 6:50:51 PM:

yes

Katie says @ 6:51:26 PM:

Great, thank you. Have you had the chance to test drive a new 2011 Sentra yet?

letica says @ 6:51:33 PM:

not yet

Katie says @ 6:52:04 PM;

All right, well I'd be happy to take you on a virtual test drive! It last about 90 seconds, so let me know when it is finished. We always want to get the last name - and using the email address to confirm the last name takes away the the customers ability to not give us the name!

This is a very important question! As one of our Chat Standards - it is very important to ask if the customer has test driven the vehicle they are interested in. The answer to this question helps the dealer understand how close to purchase the customer is. Great question Katle!

Search Engine Optimization

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines' "natural," or un-paid ("organic" or "algorithmic"), search results

Reference: Wikipedia

Google MAHOO!



Search Engine Optimization

Lets take a look at how automotive dealerships use SEO to improve branding, page ranking, and visibility...

The Google Penguin

- Launched in April 2012
- Created to stop web spam
- It was to enforce it's existing terms of service guidelines regarding link quality
- Google is wants to see more use of certain social mediums
- The use of internal links is more important now

5 Keys to SEO with Penguin



Volume

The old days of "more is better" have been pushed aside, replaced with "the right amount is better". Content, links, and social signals must be natural and at a high level without seeming manufactured.

Links

It's not a numbers game. It's a quality game. You get more out of a single trusted and relevant inbound link than a hundred low-quality links. Anchor text must be varied; keyword hunting under Penguin can have the exact opposite effect.

Content

Posting unique and relevant content has been in play since well-before Penguin, but it's clearly punctuated now. Write for the visitors. Bring them value. Google can tell the difference between content written for rankings and content written for humans.

Structure

The emphasis might be on the changes but don't forget the basics. Sitemaps. Internal linking. Title tags. Microformats. These all continue to play a role in rankings and should not be neglected.

Sharing

Social signals have the most immediate impact on search rankings. Getting Google +1s, retweets, and Facebook likes on the site and on attached social profiles is extremely effective.



"Penguin is the best thing to happen to quality-focused SEO firms." \sim JD Rucker



























del.icio.us











social bookmarking



flickr













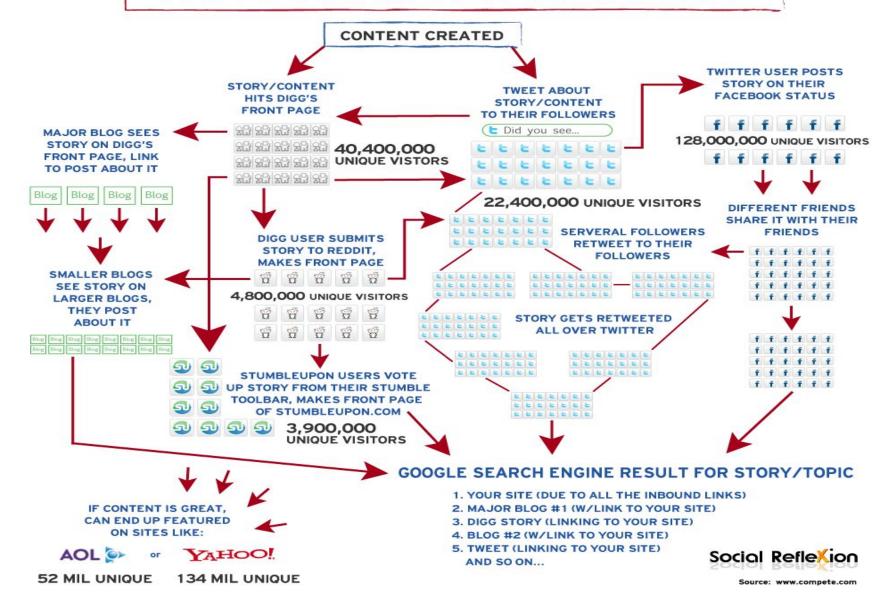
Howcast







THE SOCIAL MEDIA EFFECT



Social Media

How is your dealership using social media right now?

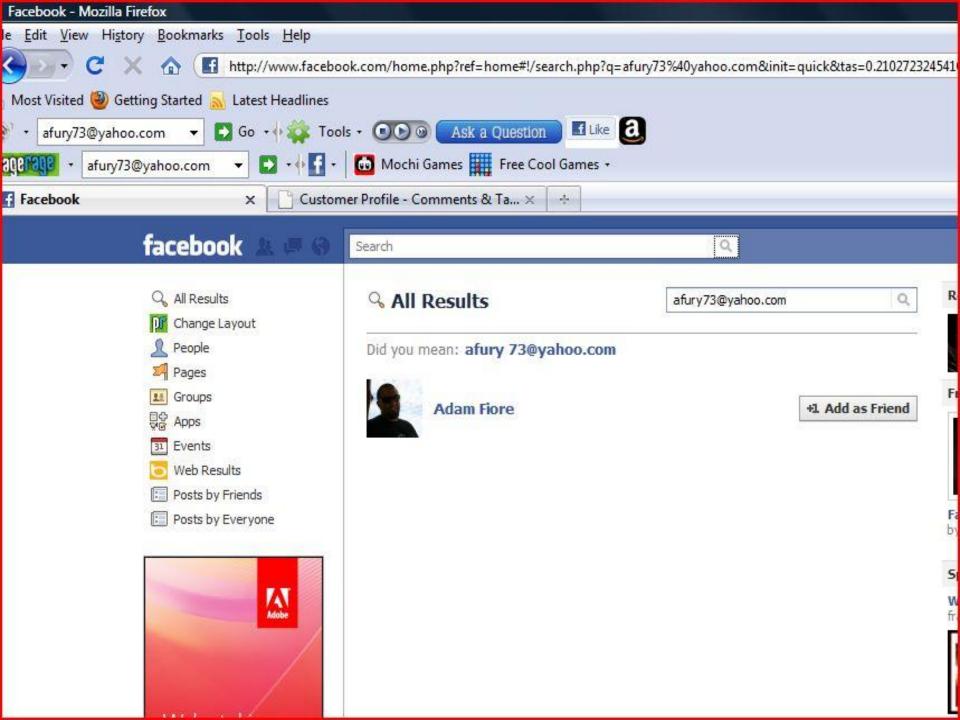
Let's take a look at automotive dealership best practices...

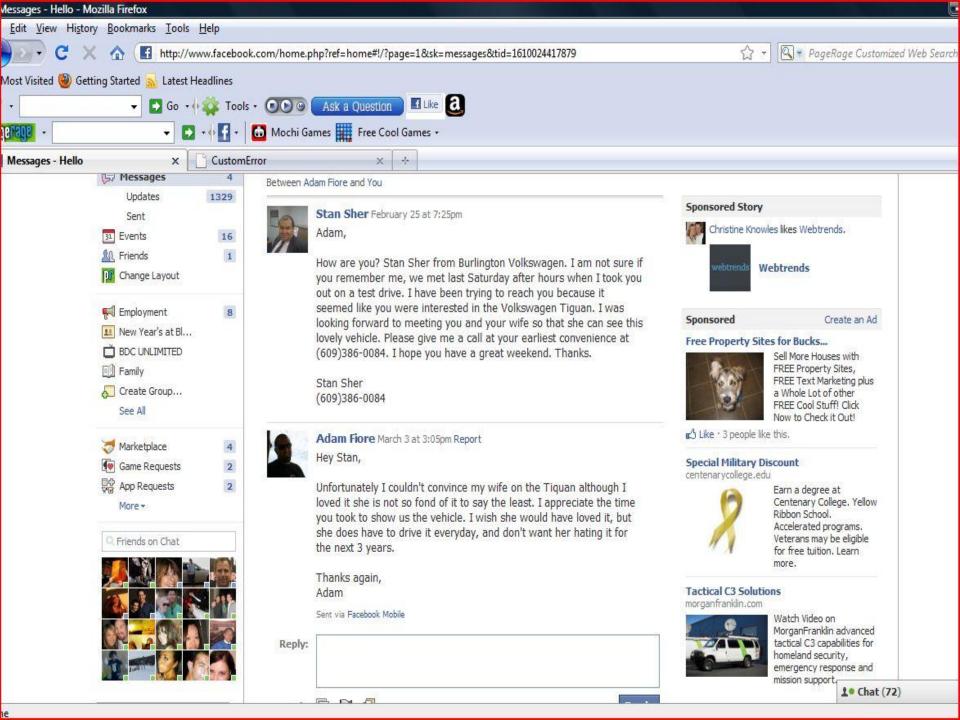
Social CRM – Social Lead Follow Up

Internet Leads Social Media

- Step 1: Send No Phone Number Email
- Step 2: Locate Prospect Using Facebook
- Step 3: Send Message on Facebook
- Step 4: Copy and Paste Messages to Notes section in CRM

*Please only consider for internet leads that come in without a phone number or internet leads that become unresponsive after five days.









Stan Sher March 5 at 4:06pm

Steven,

My name is Stan. You probably seen me around the office. Ken is my best friend. I am doing Social Media for AJ as you might know. Well to your surprise I am also the manager at Burlington Vollkswagen. Lucky you, I can pull some strings for you to get a car. Not sure why you would tell my employee you were coming at 2:15 today when you know you got work and leads to generate. But it is alright. If you need a car I will help you. I figured out where you work when I could not reach you by phone. Call me (609)386-0084. Thanks.

Stan Sher



Steven Bryant March 5 at 5:48pm Report

hey stan and aj my problem is that my mother is in the hospital i do apologize but i dont have proof of a check either so i will wait until i get one

Sent via Facebook Mobile



Stan Sher March 5 at 6:22pm

Steven,

No problem. Thanks for responding. I wish your mom a speedy recovery and all of the best. Please let me know if I can help you with anything else. Thanks.

Stan

Sent via Facebook Mobile

Reply:

Sponsor

Free Pro



Like .

Bryn Ma platoonfit



Tactical morganfr

Work W frankkern





A reputation that took decades to build can be threatened by a single event.



Does this happen to your dealership?



Review Options

Send to a Friend

Print this Review

Report This Review

Add to My PowerList

Respond to this Review

Write a Review

Reason for Visit: Sales (New)

I recommend this dealer: No

Employee(s) Dealt With: alexis

My Review of Cherry Hill Tri-Plex:

Never buy from this dealer! The story is too long to get into but they promised something

to us and never fullfilled what they said they would do. In turn, our credit could have gotten messed up because of this. When attempting to fix the situation the general manager and the finance manager NEVER called us back. This was partly our fault not getting the agreement in writing. This is a very poor business. Because of this I would never buy another Kia again.

Share on Facebook

Was this review helpful to you? Yes | No

Would you do business with them?

bikertrash69	Customer Service: 1.0
4/13/2011 11:03:23 PM	Quality of Work:
	Friendliness:
	Overall Experience:
	Price: 1.0
	Overall Score: 1.0
Reason for Visit: Sales (Used)	Review Options
	Write a Review
I recommend this dealer: No	Report This Review
Employee(s) Dealt With: Joe Boca-	- Brad Sand to this Review
Carver	Send to a Friend Add to My PowerList
	Print this Review
My Review of Alexander Auto Cent	3091V2 a recent and the second and t
This dealership is a joke a bunch of	e. the salesperson Brad he's a bum
from victoria texas joe is a transpla	
worthless dont buy from these jerk	
FORD- KENEDY TEXAS SOLD ME A V	
CHECKED OUT BY THERE SERVICE DE	
HOOKED UP TO A TRAILER AND REVE TRUCK SOLD AS I HAD TO PAY 500	
GOT THE TRUCK HOME AND THE REVI	하다는 것이 되어 있다. 이 경기에 가지 하지 않고, 그렇지만 이렇게 하지 않아 하지 않아 때에 가지 않아 이 없었다. 그렇게 다 나를 다 살아 다 나를 다 하게 되었다. 그렇게 나를 다 살아 없다.
HE STATED SOTHEY SUBBED O	
THAT GUY DOESNT WANT TO MAKE IT	
	HS OR 6000 MILES BT HE STATED THE
DEALER WANTED TO "PATCH" THE TR	ANSMISSION.
f Share o	on Facebook
31313	

Was this review helpful to you? Yes | No









YAHOO! LOCAL

insiderpages





Confidence Comes Standard.[™]

















Write a comment...



Yonkers Kia

CUSTOMER TESTIMONIAL:

I was pleased that Joel was one if the only salesman that didnt waste my time and negotiate back and forth forever. I had a certificate from USAA, auto buying circle which helped me secure a great price for my new car and I had done my homework. Joel knew I was serious and my first contact with him was on the phone and he initially gave me a price that we could work with. I then made an appointment the next day and we were able to negotiate a price that we could both live with. He was professionaland courteous. A total pleasure. I would recommend this dealership. - karen k.

Like · Comment · Share · January 23 at 9:47am · 🖗

Phone Process

"I totally understand, in fact, most people that go online to are looking for the same thing, and what they've found is that they've been able to get the car that they want and have a great experience doing so." Don't just take my word for it. Visit www.dealerrater.com and read what other customers had to say about us."

Phone Process

"Did you know that most of our customers continue to come back to us time after time because they know that we are the most reputable dealership in the area. As a matter of fact, I want to invite you to google "ABC Motors" and read what people have to say about us."

Phone Process

"Sounds like you have had a bad experience at a dealership before. I totally understand. I am sure everyone is telling you why they are better. Well, I am not going to do that. I am going to invite you to read what other people had to say about us on the internet."

Email Process

- Every email template needs to have a link that directs prospects to click to read reviews of your dealership.
- Get excited and be proud that you work in a reputable dealership. Use the excitement to add excitement to the customers because they are doing business with a good dealership.

Email Process

Don't forget to check out DealerRater.com! Find out what consumers just like you have to say about doing business with us and other dealer's you may be considering!





Attach photos, music, and files. You post it, we host it. Never upload multiple times again.

Blogs

- Simple and cost effective
- Requires you to set aside time
- Requires content, content, and more content

 Brings huge results over time and drive more traffic

Blogs

How is your dealership using blogs?

Let's take a look at automotive dealership best practices...



NORM REEVES HONDA OF CERRITOS'S POSTEROUS

We look forward to meeting our new friends at Norm Reeves Honda Superstore Cerritos.

February 10, 2012

KEEP UP THE GREAT WORK TEAM!

"My experience at Norm Reeves Honda in Cerritos CA is now my gold standard by which all my future vehicle purchases from auto dealerships will be judged."- Joel M.

Read more reviews on Edmunds by clicking HERE







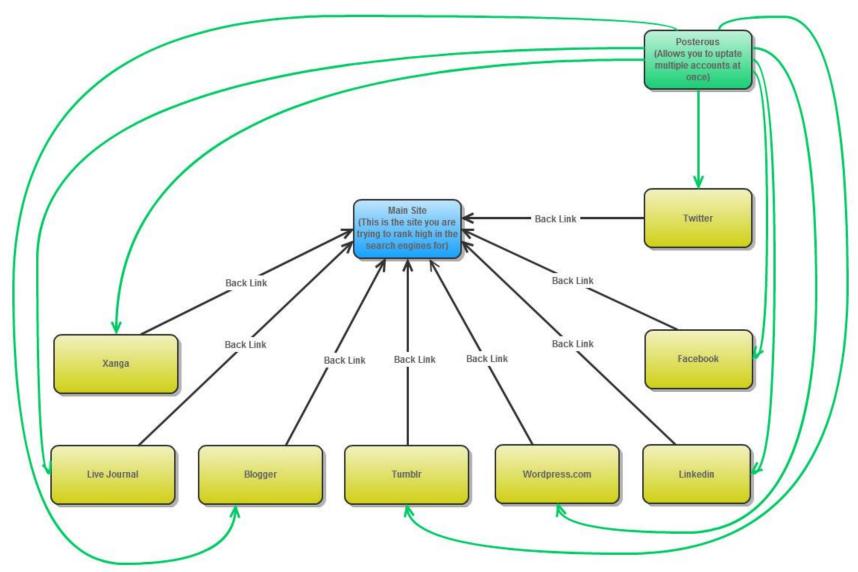


NORM REEVES HONDA CERRITOS

Norm Reeves Honda 18500 Studebaker Road Cerritos, CA 90703 888-497-4433 www.normreeveshondacerritos.com Sales: (888) 497-4433 Parts: (888) 513-3366 Service: (888) 849-4466 Norm Reeves Honda Superstore Cerritos in Cerritos, California was built with one mission-Provide amenities to guarantee customer satisfaction before, during, and after the sale of our great Honda cars, trucks, and SUVS, Norm Reeves Honda Superstore Cerritos is one of the premier Honda dealers in Cerritos, California, and in the state of California period. Our commitment to customer service is second to none. We offer one of the most comprehensive Honda parts

Creating High Quality Backlinks with Posterous

"The Challenge" - Module 3 (Day 4 - 7)



From Ed Dale's "The Challenge" - Diagram by WealthyAffiliateRevolution.com

Directories



Video



Video

How is your dealership using video?

Let's take a look at automotive dealership best practices...

Upload Video















To Multiple Sites



ft myers infiniti



2012 Infiniti QX56 Fort Myers & Naples Florida Dealer - YouTube

www.youtube.com/watch?v=wL6SAQ3D5ds

Nov 2, 2011 – http://www.infinitifm.com 888-881-4320 2012 Infiniti QX56 Fort Myers & Naples Florida Dealer. Infiniti of Fort Myers in Naples, Fort Myers Florida ...

Infiniti of Fort Myers Customer Satisfaction Ratings - Napl - Video ...

www.dailymotion.com/.../xkxr3n_infiniti-of-fort-myers-customer-sat...

Aug 9, 2011 – http://www.lnfinitiofFortMyers.com When youre looking for a Infiniti dealership in Naples, FL come to Infiniti of Fort Myers. Infiniti of Fort Myers ...

Video Best Practices

Go to youtube.com

Search for:

"tim jennings tom sparks", "elise kephart", "robert weisman", "ken beam"

Video Domination

How to achieve it...

I will do a real live example...

Video Testimonials

- Ask for a testimonial at time of delivery
- A quick 30-60 second video can be live within minutes
- Allows for more positive branding
- Creates more valuable content





Flickr - Photos

- Flickr is to pictures as youtube is to videos
- Let's take a serious look at what it can do for you...



SEM – Search Engine Marketing

- Pay Per Click
- Track able measurements to see how many calls and clicks came in through a campaign.
- Effective but costly.

OEM Support

- Manufacturer Websites
- Manufacturer social media campaigns
- Manufacturer video marketing messages
- Example: http://youtu.be/ql-N3F1FhW4

Leads

- Dealership Website closing Ratio 16%
- OEM Sites Closing ratio 6%
- Top Internet Brands:
 - o Toyota 38%
 - o Honda 28%
 - o Ford 23%
 - o Chevrolet 22%

Third Party Leads







Leads – 3rd Party LSP's

- 3rd Party Lead Service Providers (LSP's)
- 70% of buyers go to independent sources via search engines
- Generate 10 to 40% of own traffic
- 60 to 90% of leads come from SEO or affiliates
- Leads- Cost per lead or monthly flat fees
- Closing Ratios average 8%

Most Visited 3rd Party Sites

• KBB 44%

Edmunds 29%

Consumer Reports 23%

Yahoo Autos 13%

Auto Trader 12%

Car Max 12%

NADA Guides 10%

Cars.com 9%

Car & Driver 8%

EBay 7%

Third Party Listings







Mobile Marketing

- Mobile Websites
- Text Message
- Social Media
- Mobile Apps



Mobile Marketing – Front Lines







Mobile Marketing

Take a look at what mobile is all about...

http://youtu.be/orPYB741sqY

Promotions

- Promotions are the foundation of sales
- Creates the opportunity to do business
- Customers need to know:
 - Who You are
 - Where You are
 - What You have the offer them

Promotions

- 86% of lost opportunities buy at another dealership for the same terms
- The average dealership in the US loses 25% of its entire customer base
- 90% of unsold prospects buy elsewhere within 30 days
- The average dealer pays \$400 or more per sale in advertising
- 2% of customers in your database will buy a vehicle in any given month

Promotions



Dealership Value Builders

What is unique about your dealership?

What can you offer to make me want to shop at your store?

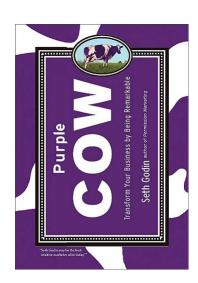
Every company needs a unique value proposition. It is your differentiator and what sets you apart from other dealerships in your area.

Create Your

PURPLE COW

Shameless Plug:

Purple Cow by Seth Godin



Dealership Value Builders

The Value Builder answers the questions:

"What's in it for me?" and "Why should I buy from you?"

Here is an example:

Our dealership offers the following for all of our Internet customers:

Lowest Price Guarantee A VIP Rewards Membership with over \$750 in savings Free tires for life Free shuttle and delivery service (within 15 mile radius) Free Full Tank of gas with all vehicle purchases Free wash and full detail at delivery Emergency Road Service A positive buying experience with a reputable dealership

Plus many other benefits...too many to mention.. A Total Value \$2500

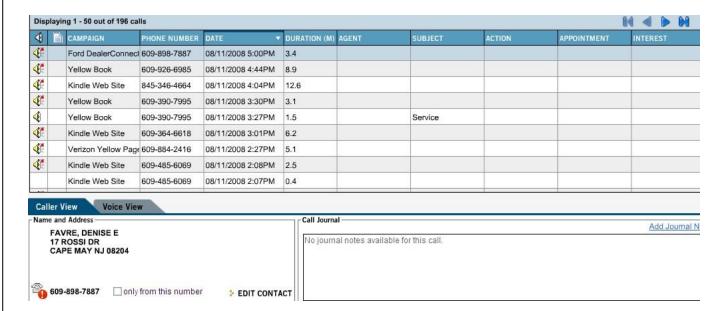
- Every dealership needs call monitoring software.
- Call monitoring software allows the use of toll free redirection numbers, call recording, and reporting.
- Most packages include unlimited toll free numbers, so all ad sources can have their own dedicated number.

An example of how it works:

Ad Source	Toll Free Number	Target Number	Rings to
Web Site Sales	800-555-1212	215-338-3600	Internet Dept.

Each ad source is assigned its own toll free number, which will ring to a target number. So it can be redirected to the appropriate department.

Call recording is an invaluable management and training tool for any dealership.



Who's Calling

Call Source

Index	‡ Date	Day	‡ Time	‡ Location	◆Ad Source	‡ Result	Duration	♦ Status	≑ Tracking Number	Caller Number* Target Number
options	08/07/2008	Thu	1:30 PM	Reed - Lallier Chevrolet	TBD	A	0:00:00		(888) 466-8790	(610) 678-3425 (910) 426-2000
8162 options	08/07/2008	Thu	1:45 PM	Reed - Lallier Chevrolet	Autotrader	с	0:12:47	Reviewed	(888) 285-0409	(217) 415-7124 (910) 426-2120
8163 options	08/07/2008	Thu	2:00 PM	Reed - Lallier Chevrolet	Auto Revenue	c	0:03:29	Reviewed	(888) 388-6418	(713) 445-5327 (910) 426-2120
8164 options	08/07/2008	Thu	2:39 PM	Reed - Lallier Chevrolet	Website - Sales	с	0:07:24	Reviewed	(888) 290-8903	(518) 322-9738 (910) 426-2120
2801 options	08/07/2008	Thu	5:13 PM	Reed - Lallier Chevrolet	Website Service	С	0:02:22	Unreviewed	(888) 290-9767	(603) 545-7353 (910) 426-2000
8181 options	08/07/2008	Thu	5:25 PM	Reed - Lallier Chevrolet	Website - Sales	с	0:00:21	Reviewed	(888) 290-8903	(919) 667-2200 (910) 426-2120
8182 options	08/07/2008	Thu	5:26 PM	Reed - Lallier Chevrolet	Website - Sales	С	0:00:03	Reviewed	(888) 290-8903	(919) 667-2200 (910) 426-2120
8183 options	08/07/2008	Thu	5:26 PM	Reed - Lallier Chevrolet	Website - Sales	с	0:01:59	Reviewed	(888) 290-8903	(919) 667-2200 (910) 426-2120

Call monitoring software best practices:

- Every Ad source has its own toll free number
- All sales numbers ring to the Internet Department or BDC
- Every employee has their own toll free number
- Nobody gives out the local number

Call monitoring software best practices:

- Coordinators use ID or "Rep" codes (requires setup)
- Each email and voice template has its own number
- Management review calls weekly
- Dealership Managers review "complaint" calls
- Management tracks advertising effectiveness

Final Questions

- What did you get out of this workshop?
- What do you plan to do with this knowledge when you return to the dealership?
- Do you feel that you need a little improvement or a lot of improvement?

Contact Me

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