4 Steps Toward a
STRONG DIGITAL PRESENCE

From understanding your dealership's performance metrics to choosing the perfect vendor, this four-part ebook series delivers everything you need to successfully make the digital transition.

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Step 1
Analyze Your
WEBSITE METRICS

Our first ebook explains how to use your website's metrics to identify opportunities for improving your dealership's online presence.

Step 2
Establish
YOUR VISION

In our second ebook, we explain how to establish a vision for your dealership that will help you meet buyers exactly where they are — online.

Step 3
Prepare and
EVALUATE

In our third ebook, we break down the internal preparation process and give you the most important factors to consider when evaluating vendor candidates.

Step 4
Choose Your
VENDOR

The final ebook in our series walks you through the entire selection process and provides tools that will help you make the best decision possible.

Why Your Website METRICS MATTER

Now more than ever, dealers must deliver a strong online experience to attract consumers and distinguish themselves from the competition.

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Why Dealers
MUST GO DIGITAL

Car buyers haven't disappeared. There are actually more of them in the market than there were last year. The difference is they aren't coming into the dealership as often.

Thanks to online retail titans like Amazon, consumers now demand a convenient and seamless digital shopping experience. "The Amazon Effect" now applies to the automotive industry. If consumers can't buy a car or service their car from their couch, they won't buy from you at all.

2/3 of consumers are more likely to buy a vehicle online than they were before the COVID-19 pandemic.[1]

1/3 of consumers are less likely to visit a dealership than they were before the COVID-19 pandemic.[2]

41% of consumers are interested in a digital concierge vehicle servicing process.[3]

Consumer Shopping Activity

Autotrader data shows almost 80% of Autotrader site users are actively shopping for a vehicle. 65% of Autotrader site users indicate they will purchase a vehicle in the next 3 months (up from 59% before COVID-19), and 75% in the next 6 months.

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[1] 2020 Cox Automotive COVID-19 Digital Shopping Study.   [2] 2020 Cox Automotive COVID-19 Impact Study.   [3] Ibid.

Adapt to THE AMAZON EFFECT

Embracing "The Amazon Effect" will help your dealership reach these online consumers before your competitors. To create a distinguished digital experience, you must identify the problems with your current processes and pinpoint areas of improvement. Get started by evaluating your dealership in these two critical areas:

How Is Your
DEALERSHIP PERFORMING?

How Effective Is Your
WEBSITE AND ADVERTISING?

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How Is Your DEALERSHIP PERFORMING?

Dive into the last 12 months of dealership performance data. The goal is to discover any long-term trends and compare month-to-month results. Consider any periods of time when the store was closed, or when traffic was impacted by COVID-19 regulations.

5 Key Factors for Measuring DEALERSHIP PERFORMANCE

1 **Net Revenue**
A downward trend in revenue could indicate a sales or fixed ops problem.

2 **Net Sales**
It's important to know how much of your overall revenue comes strictly from new or used car sales vs. service dollars.

3 **Number of Sales**
If sales are down, compare them to the number of leads coming in. If the lead numbers are high, your lead follow-up process might need assessment. If lead numbers are low, then targeting and advertising are the issues.

4 **Top 5 Lead Sources**
If the majority of your primary lead sources are offline channels such as phone calls or walk-ins, then your digital advertising strategies likely aren't working.

5 **Ratio of Leads Closed / Won for Each Source**
A low ratio of leads closed / won from your online channels is an indication of a poor website and a poor lead qualification process.

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How Effective Is Your
WEBSITE AND ADVERTISING?

Next, put your dealership's website and advertising strategies under the microscope by evaluating the last 12 months of data for each of these metrics.

6 Measures of
DIGITAL ADVERTISING SUCCESS

1

Total Website Traffic
Find out how many times your website exceeded its monthly traffic benchmark while keeping a close eye out for any noteworthy trends.

2

Volume Attribution From Your Top 5 Traffic Sources
Discover where your traffic is coming from and the effectiveness of your marketing and advertising efforts on referral sites, social media, search engines and other channels.

3

Bounce Rate
When a buyer lands on your website, you want them to stay awhile. A high bounce rate signals that users are leaving the site shortly after arriving, which means it's time for an upgrade.

4

Number of Pages Visited per Session
When a user visits multiple pages during a session, it typically means they were highly engaged on your website.

5

Number of Sessions per Lead
If a user makes repeat visits to your dealership's website, then they're likely a serious buyer.

6

Advertising Engagement by Channel
Are your click-throughs, impressions, shares and likes lower than you want them to be? There might be several problems at hand. Your advertising might be targeting the wrong audiences, your offers might not be compelling enough, or you might be missing out on the opportunity to send personalized messages through AI or retargeting.

Analyze the BIG-PICTURE PROBLEMS

Use all of the data you've gathered to reach a conclusion about the issues impacting your digital presence. Start with an overview of the key problem areas, then dig deeper into each of them to fully understand the contributing factors. Talk with other dealers to compare your benchmarks and results.

Many dealers discover that the problems with their digital processes are the result of a "one size fits all" approach to selling in all channels. Making changes like creating a dedicated digital sales team and implementing a data-driven approach to lead follow-up can help you successfully service customers and sell more cars.

Take the next step by reading our Guide to Establishing Your Vision.

READ THE GUIDE
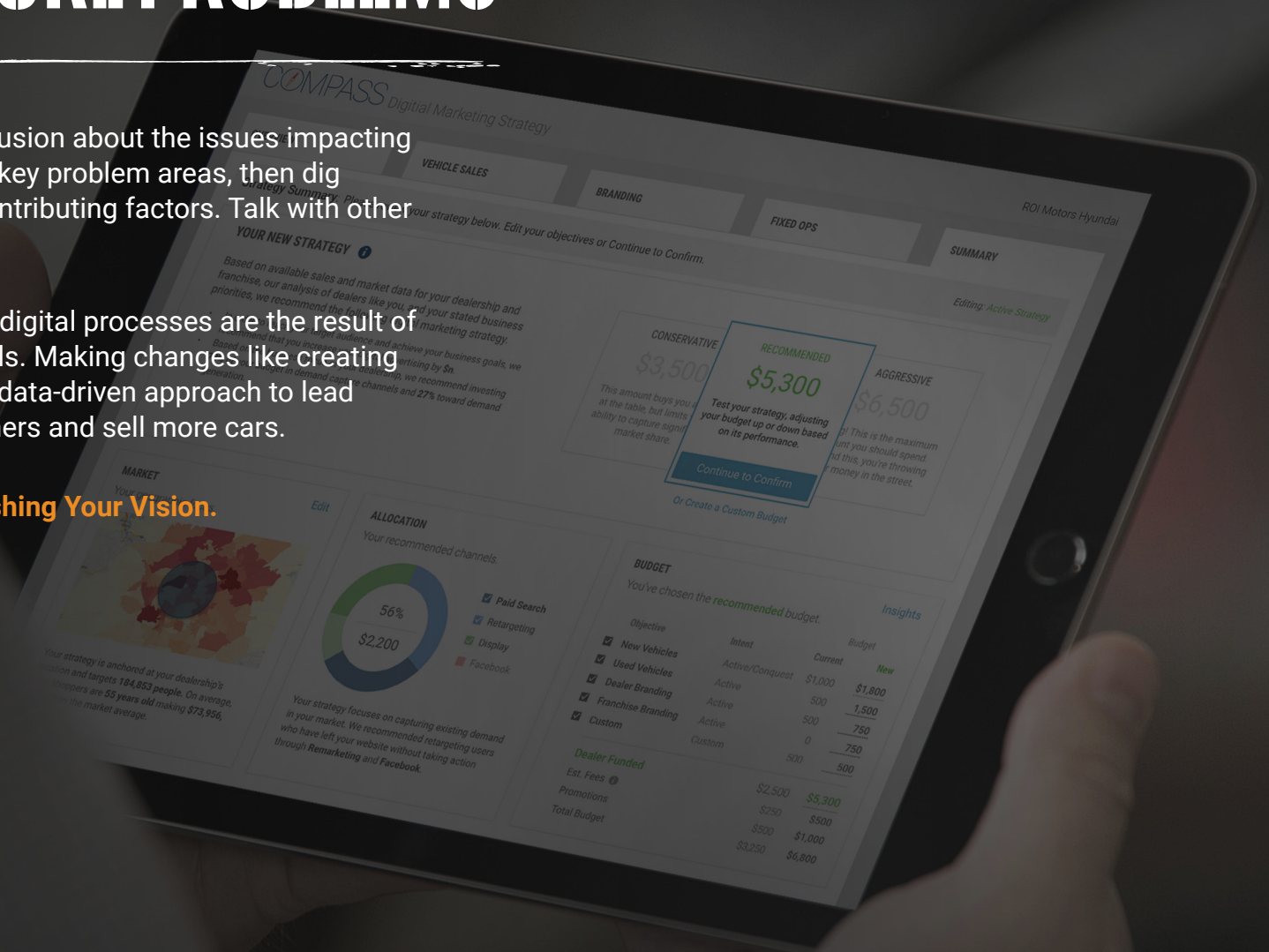
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