

# DIGITAL TRANSFORMATION

## Best Practices to Implement Today

We are here to support you with recommendations on how to personalize your advertising, reach your customers, and syndicate your new sales process:

### Leverage in-market shopper data.

Customers expect personalized experiences, and data shows that performance across digital properties improves when this standard is met. Experience Optimization provides targeted inventory and fixed ops recommendations based on a shopper's browsing behavior.

### Segment your audiences.

Understand your website activity and serve your prospective customers with relevant content. Actively browsing inventory, looking at service scheduling options, and engaging with digital retailing tools are all indicators of different stages of the buying or ownership lifecycle.

### Promote your inventory.

Match your inventory to your audience segments directly in your creative. Feature your inventory across multiple channels and advertising types, and use Specials Campaign Manager to deploy your best relevant offers to shoppers browsing your digital storefront.

### Focus your advertising.

Spend on inventory that needs the most attention. Facebook advertising, combined with vehicle scoring algorithms, is a great way to accomplish this.

### Work deals remotely.

Utilize a digital retailing solution to bring the deal to your customer. Customers can view bank-supplied payments, evaluate trades, and apply for credit without coming into the dealership. Don't forget to adapt dealership protocol to include guidelines for digital retailing inquiries, and to create a single point of contact to answer employee questions around this change.

### Offer vehicle delivery and pickup.

Customers may be hesitant to leave their homes, so bring the car and the dealership experience to them by promoting Home Services right from your VDP. Let shoppers schedule a test-drive at home, schedule a service pickup or remote delivery, or drive consumers toward your digital retailing experience.

### Offer video conferencing.

Millions of people are comfortable with Facetime, Skype, or other tools. Show a live video of your vehicles and allow your salespeople to use these tools if working from home.

### Email customers in your CRM.

Let them know about your new sales process and what you are doing to support remote shopping. Flexibility, transparency, and proactive communication are now more critical than ever.

### Build an informational webpage.

Highlight your dealership's commitment to providing quality service and remind customers that you are open for business. Dealer.com has built an example Response Page and Informational Response Banner for all clients that can be customized to your dealership's messaging. The page is available in your current sitemap. If you need help deploying these tools, contact your Performance Manager for assistance.

### Leverage Google My Business.

Keep business information up to date. This includes sharing info about your dealership, using Google Posts and blogs, and updating Paid Search ad copy and display creative. Advertise using video and capture demand of shoppers who are browsing Facebook, YouTube, and other video channels.