

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.

Establish Your **VISION**



Automotive retail has transformed in the blink of an eye. The old mantra of “just bring them in” no longer applies. The game has changed, and it’s time for dealers to embrace the evolving marketplace.

Deliver a Hybrid BUYING EXPERIENCE

Car buyers expect the best of both worlds during the sales process. They want the painful parts like filling out paperwork and negotiating to be digital, yet still prefer the traditional experience for the parts they love, such as test driving vehicles.

To deliver this hybrid buying experience, dealers must rethink their operations and make meaningful changes. This requires more than giving your website a facelift or optimizing your advertising strategy. It involves implementing new processes and evolving the roles of your staff to give yourself the best chance for success.

When shoppers are exposed
TO A FLEXIBLE BUYING EXPERIENCE ONLINE:

5X more likely to submit a lead.¹

46% higher close rate than other lead sources.²

35% higher gross profit per lead.³

¹ Comparison of visits with vs. without Accelerate My Deal activities, Dealer.com hosted websites. Sessions with Accelerate My Deal activity, on average, visit 1.5 more VDP, 5.5 more pages, and are 5 times more likely to submit a form than sessions that view a VDP but do not have any Accelerate My Deal activity. Data from Jun–Dec 31, 2020

² Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data. Accelerate My Deal leads saw 46.4% higher conversion than non-Accelerate My Deal leads across AT/KBB and dealer websites combined. Data from Jan 1–Dec 1, 2020.

³ Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data. Data from 2020–Nov 2020. Analysis performed January 2021.

How to Reinvent YOUR DEALERSHIP

Delivering a hybrid buying experience will increase operational efficiency, drive profitability and establish stronger customer loyalty. But where do you begin? Here are three starting points:

1. *Appoint Your* **DIGITAL CAPTAINS**

2. *Listen to Your* **DATA**

3. *Establish Your* **VISION**

Appoint Your DIGITAL CAPTAINS

Getting everyone on board with a big change can be difficult to do on your own. Whether you pick a couple of people or create a large team, it's critical to have the right stakeholders by your side throughout the entire process. These are your Digital Captains.

When choosing your Digital Captains, make sure to include people from across key departments. Look for people with roles in sales, BDC, marketing, and fixed ops, plus GMs and controllers.



Your Digital Captains play an instrumental role in getting full buy-in across your entire dealership. They'll also help you explore solutions, search for vendors, gauge progress and execute your digital vision. The earlier you get these stakeholders involved, the easier it will be to make impactful improvements.

Listen to Your **DATA**

You need a full understanding of your dealership's performance before you can make any long-term decisions. Closely evaluate your performance based on the key metrics outlined in our [first ebook](#) to pinpoint the problem areas in your business.

All of this data will help you rethink your digital marketing strategy. It will guide you in building a website that isn't just an entry point for leads, but also serves as a powerful facilitator for the entire sales process.

5 Things Your Data MIGHT BE TELLING YOU

1

Your website doesn't deliver enough flexibility in the sales process.

2

Your website lacks advanced features or personalized content.

3

An ineffective conversion process is turning digital leads away.

4

Outdated tech or poor vendor support is preventing you from making meaningful changes.

5

Your advertising strategies are too generic and aren't attracting leads.

Establish Your **VISION**

Now that you've evaluated the metrics and realized the big picture, it's time to determine your needs and create a vision for executing your dealership's hybrid buying experience.

4 Ways to **FORM YOUR VISION**

1

Map out your main goals.

Set your business priorities and create common goals for your entire dealership. Then, establish intended outcomes to measure your success.

2

Determine your wants and needs.

Identify the processes, departmental shifts, and technology you want to change or implement to achieve your goals.

3

Start with the biggest impact.

Think long-term and make the changes that will yield the biggest impact first. Changes to your website, digital lead management, and sales processes are great starting points.

4

Tailor the solution to your dealership.

Consider the factors that make your dealership unique and successful. Incorporate those factors into your plan to get the most out of your solutions.



Insider Tip:

One way to know if your current website vendor is a good fit is to gauge whether they play an active role in helping you meet your goals and solve problems. Remember, you shouldn't be finding solutions alone.

Final Questions to ANSWER

Once your blueprint is complete, ask yourself these three critical questions. Your answers will provide a full understanding of what changes can be made in-house, and which solutions require support from a vendor.

- What can we execute today?
- What parts of my plan require technology that we don't have in place?
- What areas are outside of our expertise that we'd benefit from outsourcing?

Change is coming to your dealership. And the next step is to find a partner that will bring your vision to life.

Keep the momentum going by reading our [Guide to Preparing and Evaluating Vendors](#).

[READ THE GUIDE](#)

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