

DIGITAL MARKETING

**A Playbook for Moving Your
Dealership Forward**

**3 WAYS TO TURN ONLINE
SHOPPERS INTO BUYERS**



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INTRO

WELCOME

You have an opportunity. Think differently. Innovate. Reimagine marketing for your dealership.

Today's customers now demand efficient, digital solutions that save or even eliminate time spent at the dealership. To cater to these new preferences and to capture increasing demand, your dealership needs to work holistically across all departments to provide a seamless, convenient experience for your customers.

It starts by delivering the digital experience customers now expect. This is your opportunity to be bold in your plans and test new ideas. Your reach has drastically grown with more shoppers online. Is your marketing strategy positioned to support and promote your prospects' preference for digital retailing? Shoppers have new awareness and expectations, and will take their business to the dealership that can cater to that.



RECOMMENDATION

MAP AN ACTIONABLE PLAN

Design the framework for marketing that keeps your dealership moving forward.

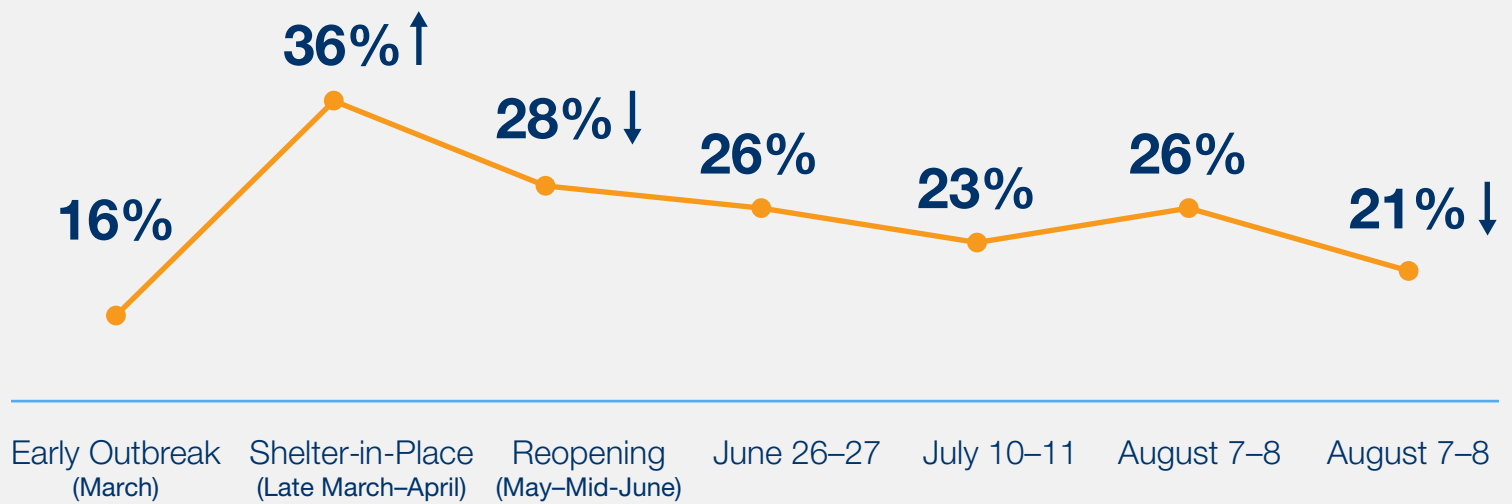
Use your plan to select the tools and expertise you need to market to consumers today. Choose technology, inform processes, investment and staffing to support your digital retailing and marketing efforts, and manage the change within your dealership.

This playbook will help you find your way forward in today's environment, with specific tactics to implement digital marketing best practices for today and create the blueprint for your future.

If you have questions or would like additional resources to help you check these boxes, please reach out to your team of Cox Automotive Performance Managers and visit dealer.com/insights

INTRO

DELAY IN VEHICLE PURCHASES: 2020



As consumers start driving more, we hope to see a corresponding increase in service activity.

1 MARKETING FOR TODAY

It starts with consumer confidence and convenience.

IT'S A DIGITAL STORY

We've become comfortable getting services, goods and even rides to the airport through a couple of taps on a screen. Once social distancing mandates were in place, those who may have had some reservation interacting with a business digitally acclimated quickly.

Could you go back to calling an airline to book your flight, or giving up curbside pickup? It wouldn't be our first choice. Consumers were already telling us they preferred digital retailing. In fact, the 2019 Cox Automotive Car Buyer Journey Study

RECOMMENDATION



Ramp up digital marketing efforts with messages that resonate today.

To increase consumer confidence, your digital communication needs to address shoppers' concerns and highlight the convenience of your digital retailing experience. But you can't forget impactful advertising that delivers the right incentives to the right shopper at the right time.

told us 83 percent of consumers want to do one or more steps of the purchase process online and 7 out of 10 are more likely to buy from a dealership if they could start the process online.

Now that your dealership has made the transition, or is in transition, to a fully digital retailing experience, are your marketing practices aligned to those processes and consumer preferences? You can help shoppers understand you are providing a safe sales and service experience. Share with them any long-standing or recently added conveniences, like VIN order to build their confidence in your dealership.

"We're selling value. (Customers) want to go to a place where they can start the process online, but also where the value is. To succeed, each store needs to have value that sets them apart."

**Jeff Ramsey, eCommerce & Marketing Director
Jones Junction**

OPPORTUNITY:

Review current marketing activity and outline objectives for alignment to digital retailing and consumer preference.

Are the following true of your dealership?

- Across your owned marketing channels, it's immediately clear a consumer can safely conduct business with you
- Your digital sales process is easily understood in a step-by-step fashion
- OEM incentives are front and center on your site, in your SEM and social campaigns
- Ads are highly targeted to get the most out of an adjusted budget
- The video marketing you're producing shows shoppers' inventory while they get to know your staff from a distance
- Your marketing includes service offers
- Online inquiry processes reflect the ability for your staff to own the relationship with their client from start to finish

STRATEGY:

Consider consumer concerns alongside your marketing goals.

Marketing strategy should include:

- Comprehensive communication inclusive of safety messages, incentives and step-by-step deal building instruction for your consumer across all marketing channels
- A digital advertising plan that puts ROI front and center—diversification of media spend, including retargeting, Facebook audience and video
- Video to connect with your audience and drive engagement
- Marketing to Sales processes that create a seamless digital retailing experience for the consumer
- Social strategy aligned to reach shoppers and customers where they are
- Fixed Operations to support dealership profitability
- Management of your online reputation as it reflects the full buyer journey

69%

of consumers would be likely to purchase a vehicle sooner than planned, for the right deal.

2020 Cox Automotive COVID-19 Consumer Impact Study.

ACTION:

Reimagine your marketing efforts, spend and processes.

Work to support consumer preference while generating demand:

- Communicate the work you've done to keep shoppers and employees safe
- Detail the digital retailing process so consumers understand what will happen at each step
- Include specific monthly offers on your site, in social campaigns and through SEM
- Create and serve ads that are highly relevant to the audience to maximize ROI based on intelligent data
- Showcase any new services that offer convenience for the consumer
- No guesswork is required by your customer when it comes to their drop-off and pick-up options
- Each step of the no-touch service process is easily understood
- Text or digital communication is available to your customer
- You're able to send photos and video during the service visit to your customer

DESIGN THE WAY FORWARD

It's time to get proactive.

RECOMMENDATION



Evaluate the adjustments you've had to make and look to the future.

Where and what you spend your marketing dollars on was likely impacted, but you have to communicate with consumers and drive leads to contribute to the financial health of your dealership. You may require new tools, processes and strategies now, along with buy-in from leadership.

OPPORTUNITY:

Look for efficiencies and pivot strategy and processes.

Are the following true of your marketing activity?

- Dealership leaders are bought into your marketing strategy
- All marketing staff is fully trained on the role or roles they may have taken on
- Resources are aligned to execute strategy
- Your marketing spend and goals reflect the right mix for today
- The tools you need to do your job are available
- You are serving up ads based on where shoppers are currently consuming media
- Reviews and reputation management are being closely monitored

“We made sure our leadership teams were involved and on board with (our marketing strategy). It doesn't matter what my team does, when the customer gets here and calls in, if management is not on board it doesn't matter.”

**Jeff Ramsey, eCommerce & Marketing Director
Jones Junction**

STRATEGY:

Prepare to invest in the future.

Your change management strategy should include:

- A plan to do more with less — efficiencies
- Training for employees that may have been asked to wear additional hats
- Buy-in from leadership on the technology, processes and spend you need to operate going forward

ACTION:

Move ahead.

Manage all the change so you can concentrate on getting results:

- Assess your tools and technology to make sure you are able to do your job if you have lost agency assistance or now have gaps in skill on your team
- Support your staff with training to get up to speed if they have taken on new roles
- Communicate the need for marketing to evolve to leadership—help them understand the why behind your pivot from old-school tactics
- Move your marketing spend into digital with rich ROI data so you can nimbly adjust based on what drives leads
- Adjust your content strategy and plan based on the shopper's shift from search to social interaction
- Give priority to your reviews as leading indicators of changed behavior resonance and SEO driver

61%

of shoppers want to do more of the purchase steps online compared to the last time they purchased a vehicle.

Slide 14, CAI COVID-19 Impact Study

61%

of Dealerships whose staff have successfully embraced working in a digital environment not seeing a sales decline. Compare this to the 60% of Dealerships whose staff have NOT successfully adapted to a more digital environment who ARE seeing a sales decline.

Slide 14, CAI COVID-19 Impact Study

3

SUPPORT THE AT-HOME EXPERIENCE

Adjust processes and tech for digital retailing and advertising.

WHEN THE SALES PROCESS CHANGES, SO DOES MARKETING

Your dealership is working to create a new, at-home experience that enables all the best parts of the car-buying transaction in the comfort, safety and convenience of the shopper's home.

RECOMMENDATION



Map marketing activity to your sales process. Look at each marketing activity to see if it aligns with and enhances the story your dealership is telling.

OPPORTUNITY:

Connect and align your dealership story and shopper convenience.

Are the following true of your marketing support of digital retailing?

- Shoppers can easily find a way to connect with a sales associate when they visit your website
- A sales team member can guide the shopper through the buying experience as if they were sitting in the store together
- The steps to build a deal are clear across all digital communication channels

STRATEGY:

Support a seamless sales and service process.

Your sales support strategy should include:

- A website evaluation
 - Do you have the right communication options available?
 - Are communication prompts visible and prominent?
- Content audit
 - Is the right content reaching the right consumers?
 - Are you diversifying your content medium mix?

“Chapter 3 talks about incorporating sales people to make sure they understand the program. The sales people had to understand what ‘start your payment,’ ‘start your buying online’ meant. We made sure to incorporate them ... and saw real value.”

**Jeff Ramsey, eCommerce & Marketing Director
Jones Junction**

ACTION:

Invest in technology.

Support sales to create an amazing experience for your customers:

- Reallocate some of your spend to facilitate video chat
- Use a technology like CoBrowse so that shoppers can share their screens with their sales associate while shopping
- Create consistent messaging that tells the seamless experience story from your VDPs to your “About Us” page and social profiles

If you have questions or would like additional resources to help you check these boxes, please reach out to your team of Cox Automotive Performance Managers and visit dealer.com/insights