

COVID-19 RECOVERY

Marketing Tips & Techniques for Your Dealership



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We all know that we are living in unprecedented times. Not only has the COVID-19 pandemic caused states to shut down, but it has also caused dealers to have to close their showrooms and find new ways to do business.

However, the silver lining has been the resilience of the automotive industry.

Dealers have adapted to the challenges and are continuing to make sales, connect with customers and keep their staff members safe.

Many of the changes that have come out of the COVID-19 crisis will permanently change the auto industry, and **a lot of the changes will be positive.** These changes have made it more convenient for customers to do business online and helped build stronger relationships.

While we all want everything to get back to normal, most states have stages of re-introduction for opening businesses. The same approach applies to getting your marketing strategy back on track. **The most important thing you can do is to continue your marketing initiatives.**

Staying active and present on digital marketing channels will help you win over customers in the long run.

Henry Ford said, “A man who stops advertising to save money is like a man who stops the clock to save time.”

Customers are currently researching online and are ready to buy. It’s critical your dealership shows up in their research and purchase journey to win their business.

By leveraging smart marketing strategies you will see the return on your investment and get results for your business.

Let’s start with the fundamentals for your marketing plan. Then, by prioritizing strategic channels, you can fuel your marketing for the long-term.

“A man who **stops**
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-HENRY FORD



PAID SEARCH

Paid Search is the most essential step in fueling your digital marketing mix and targeting in-market shoppers. **88% of shoppers use a search engine to find a dealer.**

As a result, a well-planned Paid Search strategy will help you show up in search results over your competition.

It is essential to establish a solid base of the top lead producing campaigns: Branded, Regional, Dealer and Service. These are the core campaigns that will help you gain market share and engage with customers during their purchase journey. Once you have your base campaigns, you can work on strategies and messaging to make your dealership stand out.

PAID SEARCH STRATEGIES TO BOOST YOUR DEALERSHIP BUSINESS IN THE RECOVERY

LOCATION TARGETING

- Add new zip codes to capture new buyers.

RELEVANT AD COPY

- Talk about your enhanced cleaning procedures.
- Share how you are keeping staff and customers safe.
- Push your amenities and services:
 - Digital retailing options and online trade-ins
 - Drop-off/pick-up for service appointments
 - At-home new vehicle delivery

OEM AND DEALERSHIP SPECIFIC INCENTIVES AND SPECIALS

- Create dealership specific offers to take leads and traffic from your competition.
- Promote all current OEM offers.
- Advertise service offers, especially for service and healthcare workers.
- Increase ad frequency to beat out your competition.

KEYWORD REVIEW

- Update and audit keywords for your model campaigns for sales/costs/incentives/deals.

PAID SEARCH AD GROUP EXAMPLES

CAMPAIGN	KEYWORDS
Branded	Chevrolet of Anywhere
Dealer/OEM	Chevrolet Dealer, Chevrolet
Model/OEM	Blazer, Camaro, Colorado, Equinox, Impala, Malibu
Regional/OEM	Chicago, Evanston, Niles, Lincolnwood, Skokie
Service/OEM	Oil Change Chevrolet, Service Chevrolet, Tire Service Chevrolet, Specials Chevrolet
COVID-19 Specific	Chevy Cares, Sign & Drive, Deferred Payment

With Paid Search marketing, you will cost-effectively increase interest in your dealership and engage active shoppers during the ready-to-buy moments in their journey.

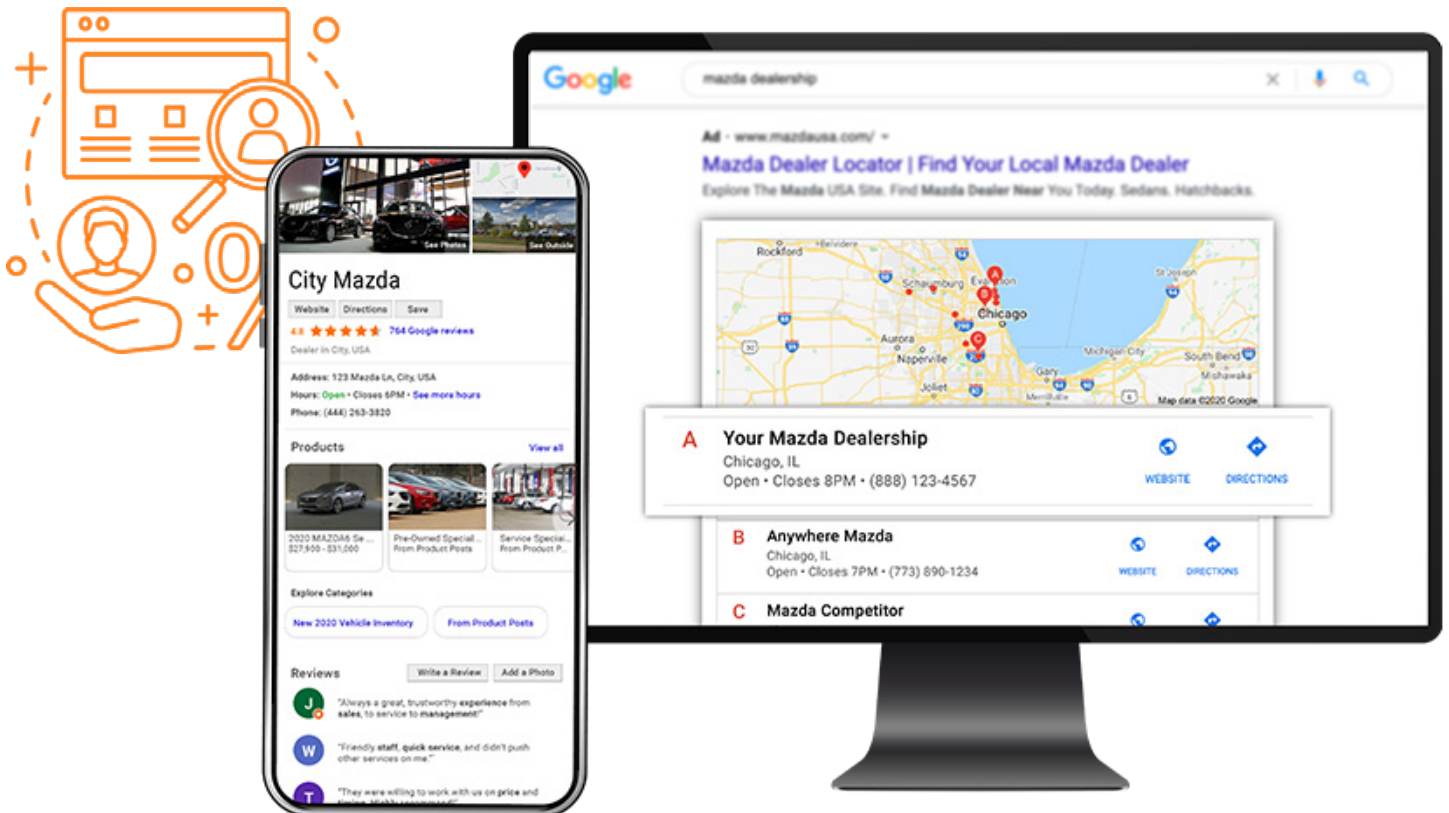
SEARCH ENGINE OPTIMIZATION (SEO)

If you want to fuel your marketing for the long-term, Search Engine Optimization (SEO) is the next step. **95% of auto buyers use digital during the shopping process.** Capturing your organic traffic potential is instrumental in finding new customers and increasing the longevity of your brand in the digital ecosystem.

A strong SEO strategy amplifies your website's organic search ranking by optimizing your website with high-converting keywords, consistent local citations and insights-based content.

Google is seeing automotive search levels **exceed** pre-crisis and 2019 levels (YoY).

“Used motor vehicles” searches are currently at a **3-year high**; May 2020 search interest was **up 20%** from May 2019.



SEO (CONT.)

SEO RECOVERY STRATEGIES TO BUILD YOUR ORGANIC GROWTH

Optimize your website to steal market share and capture new leads. **The longer you wait to start your SEO strategies, the harder it becomes to climb in search rankings.**

Google My Business and Local Citations. Check your:

- Hours of operation
- Services
- Address
- Website
- Phone number

Create Content for the Customer Research Process.

- Add content to your website that fulfills a need or answers common customer questions.
- Include credible on- and off-site links to boost your online authority.
- Include search terms and keywords for today's new reality.

Local Keywords for Local 3-Pack Results.

- Use keywords for relevant search queries like "Jeep dealer near me."
- Employ social signals like engagements on Facebook and Google.
- Monitor your reviews and review quality to climb in search rankings.

Dominate the market with a conquest keyword strategy.

- Audit your competitors' keywords to find keyword gaps.
- Add new keywords on your site to increase your frequency in search.
- Build strong, keyword-rich content to steal market share from competitors in your area.

RECOVERY KEYWORDS

- Dealership
- Buy Car Online
- Shop from Home
- How to Buy a Car Online
- At-Home Test Drives
- Car Delivery
- Home Car Delivery
- At Home
- Best New Car Deals
- New Car Deals

SEO will help you dominate your market by using high-intent keywords and content that will make it easier for customers to find your business in organic search.

INCENTIVES & AUTOINCENT™

Entice in-market shoppers with your offers and incentives across all marketing channels. Making sure your offers are current is critical in keeping shoppers on your site and helping you beat your competition.

59%

of 3-month intenders would switch brands with the right incentive.

Dealers have a lot more on their minds than usual, like navigating state regulations, working to keep facilities CDC-compliant and re-strategizing marketing plans to get customers back and buying. **Implementing an incentive solution can help you eliminate the manual work** to change your incentives on your website and ads.



HERE'S HOW OUR INCENTIVES SOLUTION, AUTOINCENT™, WORKS.

- Dynamically publishes offers for in-stock inventory
- Monitors all specials and pricing to ensure consistency
- Maintains OEM compliance standards
- Maximizes engagement and encourages conversions
- Updates incentives as often as needed



By having consistent messaging that appears across all channels, you can engage shoppers and get more cars off your lot and into the garages of happy customers.

REPUTATION MANAGEMENT

Reviews and ratings are vital for your business. They reveal your commitment to customer service and boost your overall search ranking.

Shoppers are continuing to enter the market after COVID-19 lockdowns. It is important to cultivate an online reputation makes customers want to buy from you. After all, that's what it's all about, right? **Selling more cars.**

Customers don't trust businesses with star ratings lower than

4 STARS

86%

of car buyers say online reviews helped them select a dealer.

68%

of consumers are more likely to choose a dealership based on positive reviews.

REPUTATION MANAGEMENT BEST PRACTICES IN THE COVID-19 RECOVERY

Claim your citations and make sure your information is consistent.

- Keep your hours up-to-date and list state restrictions.
- List your service and sales offerings.
- Make sure your business information is correct.

Respond actively to customer reviews, both positive and negative.

- Respond to any customer queries about CDC compliance standards or new customer services.
- Respond to negative reviews in a timely fashion.
- Thank customers for positive reviews.

Solicit reviews from customers after purchased or serviced a vehicle at your dealership.

- Let your happy customers be your advocates by sharing their great experiences!



The most important part of your online reputation is to have an active review channel that provides customers with information about your business and offers professional and timely responses.

PAID SOCIAL

Let's face it; Facebook works.

17.3B users logged onto Facebook daily in March 2020. With all of that traffic, you can't afford to not be advertising on Facebook.

69%

of auto consumers use Facebook for auto-related activities.

66%

of car buyers have clicked on a Facebook ad.

PAID SOCIAL GETS YOUR MESSAGE IN FRONT OF THE RIGHT AUDIENCE, ALL AT THE RIGHT TIME.

The Power of Targeting

Facebook has the power to connect customers with your business. Leverage Facebook's targeting capabilities to pair the right audience with the right ad format to achieve results.

Remarketing

Bring shoppers back to your website.

Custom Audiences

Leverage your 1st-party DMS or CRM data.

Similar Audiences

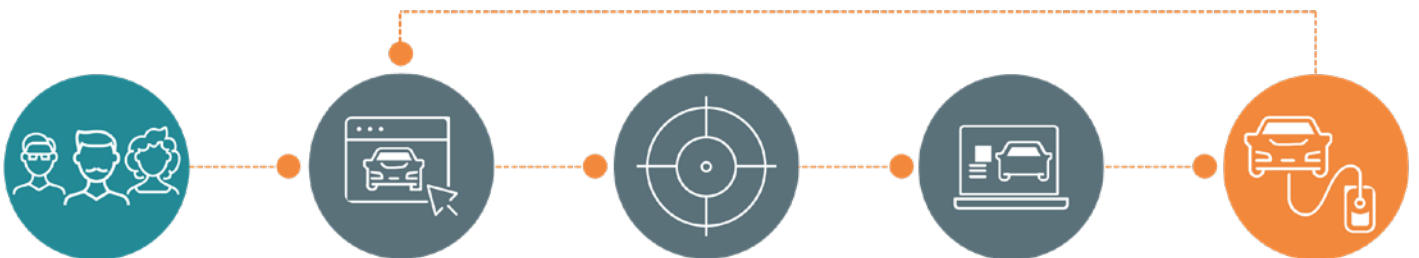
Reach new audiences with similar interests to your existing audience.

ORACLE Data

Add new audiences and conquest with supplemental data.

Ad Formats that Fit Your Messaging

Facebook has strategic, thumb-stopping ad formats for every segment of the funnel. Whether you want to increase your brand recognition, get quality lead information or advertise your inventory paid social can be tailored to any message.



PAID SOCIAL (CONT).

FACEBOOK ADVERTISING BEST PRACTICES FOR THE COVID-19 RECOVERY

TARGETING

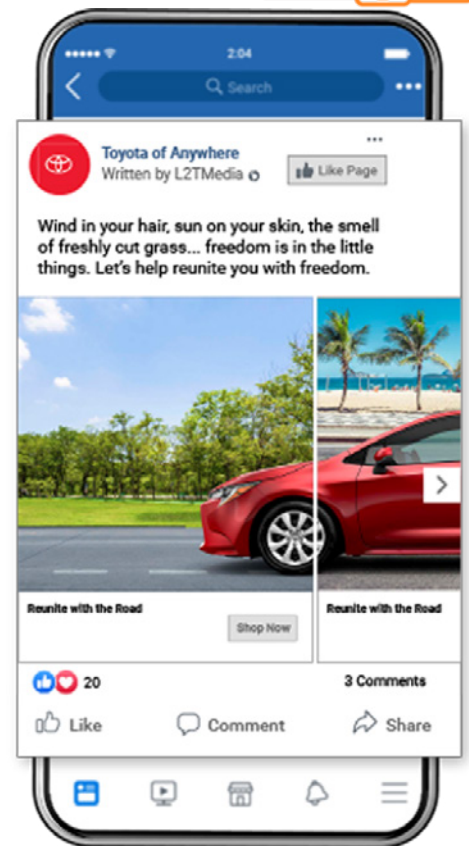
- Use remarketing to bring back shoppers that have already interacted with your dealership website.
- Use your 1st party CRM or DMS data to target your customers on a new platform.
- Explore Similar Audiences to build a new base of targets with similar behaviors to your existing customers.

AD FORMATS

- Understand the different ad types available for each stage of the funnel so you can see higher rates of success.

MESSAGING

- Add your dealership's unique voice to connect with customers.
- Make sure your messaging eases concerns and addresses the current situation:
 - Updates to hygiene practices in the dealership
 - Mention digital retailing options
 - Advertise drop-off and delivery for vehicle service appointments
- Show your current inventory with dynamic ad options.
- Promote incentives and offers.



Paid Social advertising is one of the most effective ways to deliver messages because audiences engage daily on social platforms. By using the correct ad formats and utilizing hyper-targeting options, you can reach customers across all stages of their purchase journey.

DISPLAY ADVERTISING



Paid Search campaigns appear to those **actively** searching, yet consumers spend **80% of their shopping time outside of browsing digital content**, especially when they are researching a new vehicle. Display advertising targets shoppers as they research vehicles and browse the web.

Fundamentals of Display Campaigns

Display Advertising is an effective way to build your dealership brand and capture high-intent leads.

Start with some basic questions before you build your campaign:

- **What are my goals?** Brand awareness, or driving VDP views?
- **Who do I want to target?** A broad audience, or a targeted group?
- **What do I want to do with my ad creative and messaging?** Standard ads, or dynamic inventory ads?

Once you figure out your objectives you will be able to move forward with the display strategy that best fits your goals.

STANDARD DISPLAY: Drive Dealership Awareness and Consideration

- Low-cost option to increase your reach in the consideration phase.
- Maximizes high-volume impressions for brand awareness.
- Broad audiences are targeted with remarketing and custom match.

- Ads are focused on dealership branding, special events, lease and service offers.

DYNAMIC DISPLAY: Target Customers with In-stock Inventory

- Matches in-stock inventory with high-intent shoppers and sends them back to your website.
- Campaigns focus on conversion and purchase intent.
- Customers are identified and retargeted with vehicles they already viewed.
- Current inventory is pulled to create ads that lead to your website VDPs.

Drive more vehicle views and conversions to your dealership by appearing where in-market shoppers are browsing across the web. Implement a Display strategy that reaches customers across their purchase journey.

VIDEO ADVERTISING

Video is one of the most powerful and cost-effective ways to engage customers during their purchase journey.

Engaging Ad Formats

Video ads can extend your budget by reaching 66% more car shoppers compared to local television advertising. These ads are designed to encourage shoppers to act and engage with your dealership.

Targeting for Conversion

YouTube is the #1 destination for watching auto-related content.

With YouTube targeting, you can take advantage of high-volume traffic and target buyers based on shopper profiles. Once viewers are identified, your videos are shown to customers who are in the final stages of their buying journey.

SHARE YOUR DEALERSHIP'S STORY

YouTube is a great platform to engage shoppers before they set foot in your store or make their purchase online. Here are some ideas to make your videos more personal:

- Introduce your sales staff.
- Share your vehicle product expertise.
- Share your dealership story and what makes your dealership special.
- Show people buy a car online or schedule a service appointment.
- Do a walkthrough of your showroom and service center.

75%

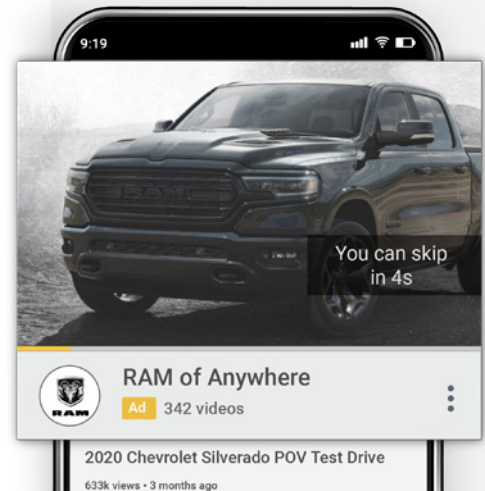
of auto shoppers say that online videos have influenced their shopping habits or purchases.

60M

test drives happen on YouTube vs. 29M at dealership lots.

64%

of shoppers who watch online videos before purchasing.



Video is a powerful way for your dealership to connect with audiences. Target the right shoppers, use the right format and put your personal touch on your videos to share why your dealership is the best place to buy a vehicle.

SOCIAL IMPACT

Social media is a great way to build relationships when meeting in person can be challenging.

71%

of adults in the United States use Facebook

60%

of auto buyers use Instagram for auto-related activities

49%

of auto buyers have shared auto-related content with their network on social media

Build Virtual Relationships

Social media can help you make connections that you would normally build in the showroom by allowing you to converse with followers, post about what is happening at your dealership and share why your dealership is unique.

Your social pages also create a space for car owners to interact with your brand. This creates a loyal base of customers that will continue to come back to your dealership.

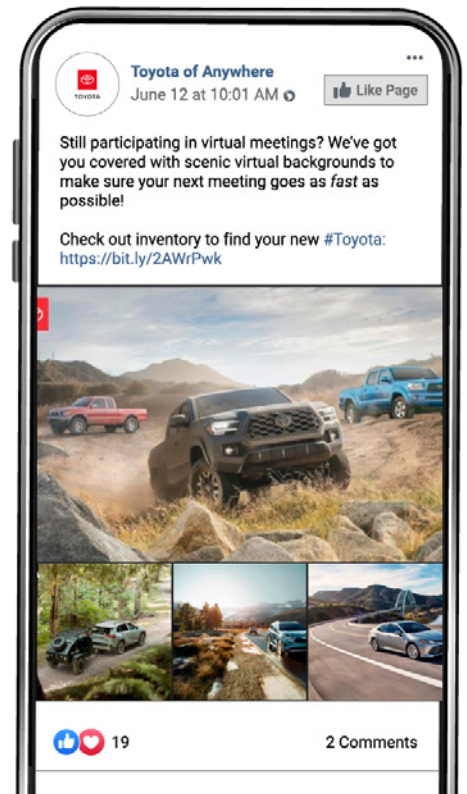
Engage Followers with Content

Fresh content on your page helps to increase awareness and engagement. Best practice topics include:

- Introducing your staff
- Seasonal information
- Community events
- Special promotions and offers
- Relevant trending topics and current events
- Thought leadership content on vehicle performance
- Information on service maintenance
- Reviews from customers

Respond to Customer Needs

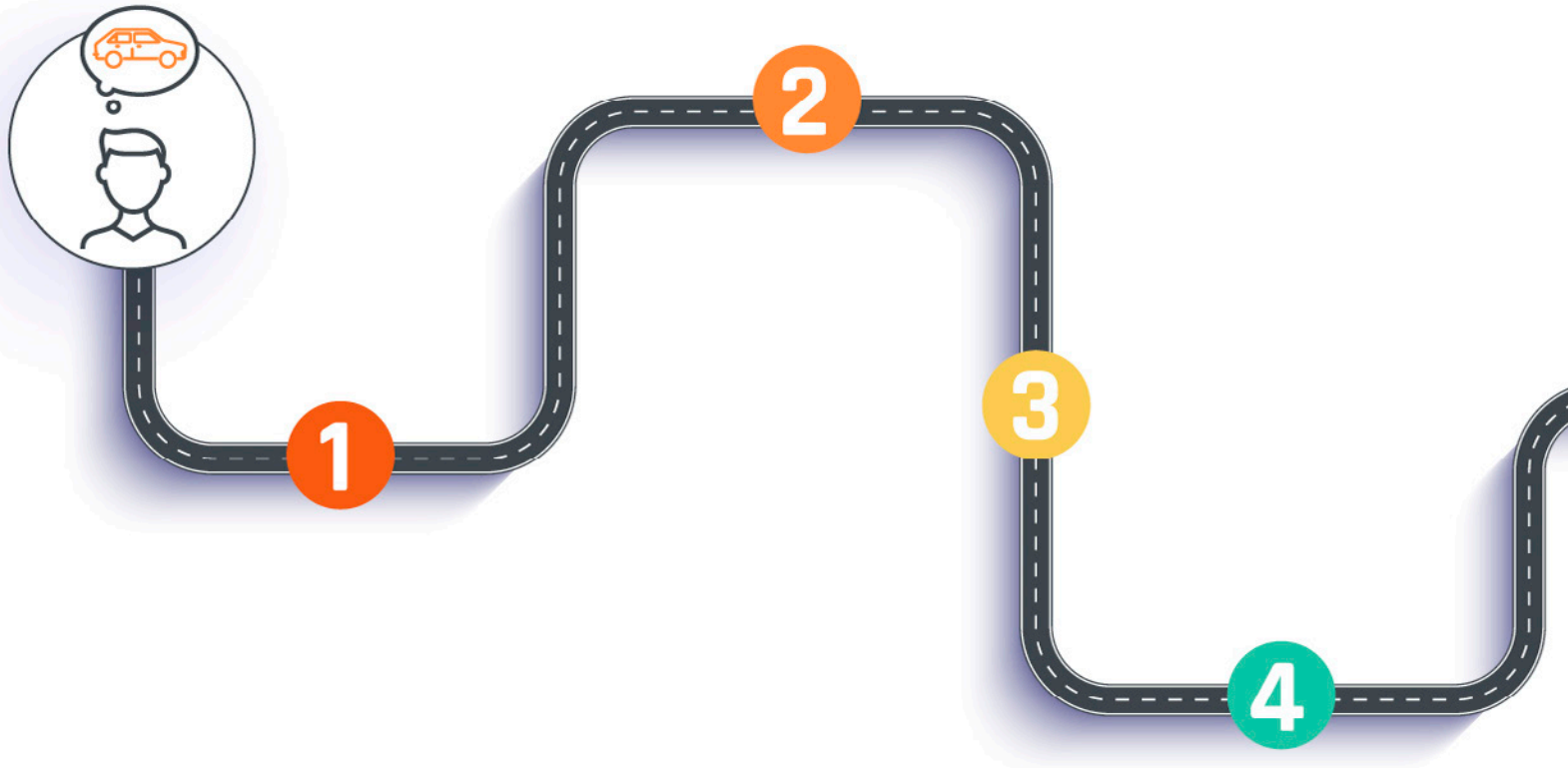
Facebook and Instagram make it easy for customers to send you a message and tag your business in posts. Facebook also allows followers to post on your page and review your business. Keep up with reviews to improve your online reputation and earn the trust of your customers.



Social media is all about connections, especially when meeting face to face is not possible. Make sure you are there to interact with your customers and they will keep coming back to do business.

COVID-19 RECOVERY CHECKLIST

Build your roadmap for success by applying digital marketing strategies to connect with customers and win over your competition in today's unique car buying environment.



1 Paid Search

Master the fundamentals of paid search to build a successful foundation to your digital marketing strategy.

- Build relevant ad copy and audit keywords to address customer needs
- Increase target radius to reach new customers
- Increase ad frequency to gain market share from your competitors

2 SEO

Meet your long-term marketing goals by implementing a SEO strategy to build your organic search traffic.

- Claim and verify local citations
- Keep your website fresh with useful content
- Focus on high-converting keywords and keywords for Local 3-Pack results

3 AutoIncent™

Eliminate the manual work to update your website, paid search and paid social campaigns.

- Dynamically publish incentives for in-stock inventory
- Ensure offers and messaging are consistent
- Maximize engagement and encourage conversions

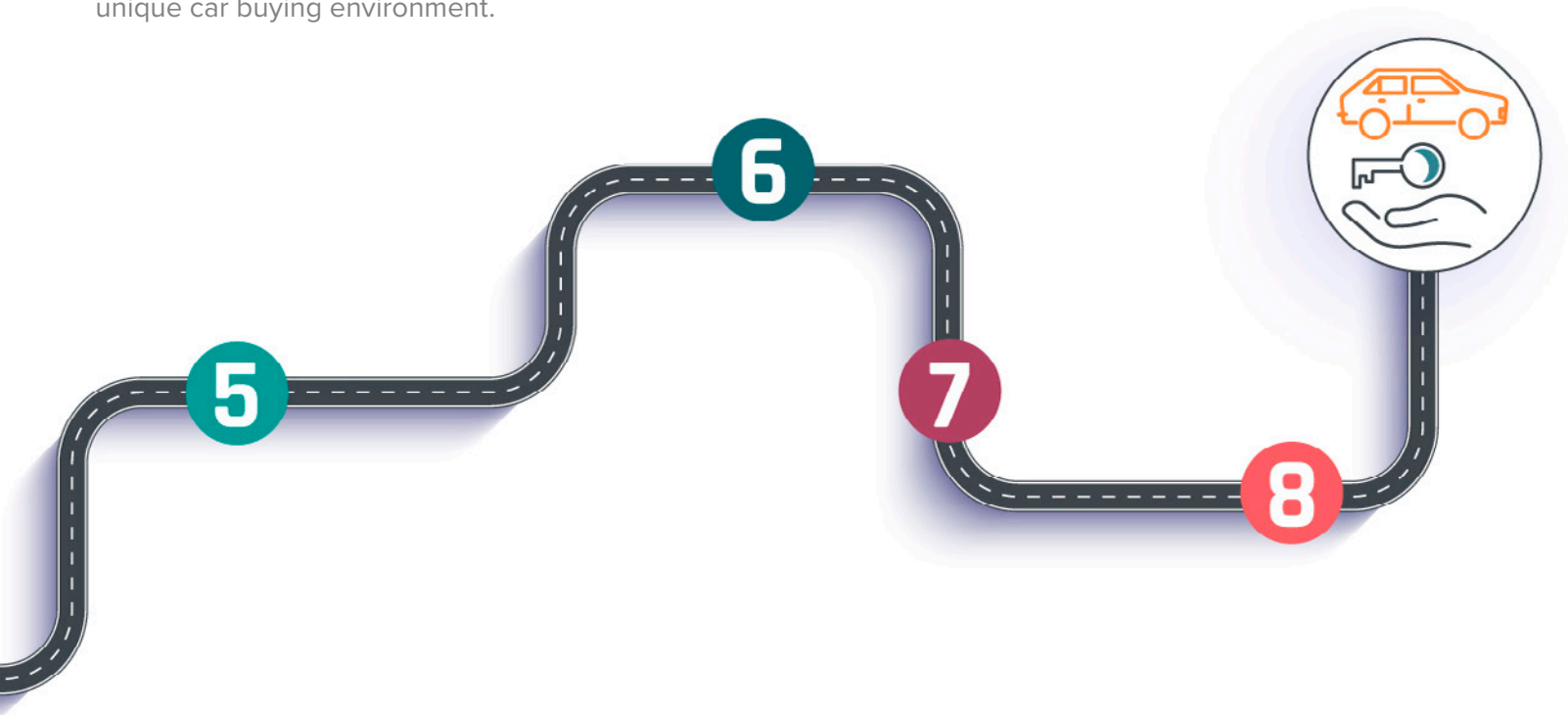
4 Reputation Management

Your online reviews and star rating are vital to build customer confidence.

- Monitor online review sites
- Respond to reviews
- Solicit reviews from customers after they purchase car or take their car in for service.

COVID-19 RECOVERY CHECKLIST (CONT.)

Build your roadmap for success by applying digital marketing strategies to connect with customers and win over your competition in today's unique car buying environment.



5 Paid Social
 Deliver your message to engaged audiences across all stages of their purchase journey on the sites they are visiting every day.

- Build relevant ad copy to address customer needs and concerns
- Hyper-target audiences with Facebook audience capabilities
- Utilize ad formats specific for different stages in the buyer's journey

6 Display Advertising
 Keep your dealership top of mind with customers who are browsing digital content throughout their research process.

- Use standard display to maximize your impressions for brand awareness
- Dynamic display ads are high-converting placements that match your inventory

7 Video Advertising
 Video is one of the most powerful marketing tools you can leverage to engage customers.

- Build brand awareness during their research on YouTube
- Target buyers based on shopper profiles

8 Social Impact
 Make connections that normally would be made in the showroom on social media.

- Create an open channel to talk directly with your audience
- Post engaging content like photos and videos to keep your page active
- Gain followers to build long-term customer loyalty

CONCLUSION

By using the correct mix of marketing channels and smart strategies, you will surpass your competition in the COVID-19 recovery.

Do not wait until things are “back to normal” to implement these strategies. By continuing to show up in search and connecting on networks you know customers are visiting, you can reap the positive long-term benefits for your business.

Remember: “A man who stops advertising to save money is like a man who stops the clock to save time.” - Henry Ford

Use digital marketing strategies to your greatest advantage. Find gains that will help you sell more cars and strengthen your business for the long-term.

We can help with that.

Find a digital marketing partner that exclusively operates in the automotive space, like L2TMedia. We can help you win more business without increasing your workload.

Our team of dedicated specialists understand the auto industry and what drives customers to your dealership. They work hard to accomplish the results you have been looking for.

Contact us today to discuss a marketing strategy that will get your business back to capturing more leads and selling more vehicles!

www.l2tmedia.com



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