

# YOUR ULTIMATE DIGITAL MARKETING CHECKLIST

1

## PLAN

set a marketing strategy aimed at reaching shoppers where they spend their time: online.

- Build an omnichannel strategy to reach shoppers at every stage of the buying funnel.**

Determine the goal and intent for each channel and campaign you are building before you launch.

- Direct shoppers directly to your website - it is your greatest digital asset.**

Plan to direct shoppers to your website from your campaigns. To further maximize conversion, make sure your site is easy to navigate.

- Plan to spend time reviewing metrics and evaluating performance**

Factor in time post campaign launch to determine your key performance indicators, and then consistently measure and track those to determine success.

70%

of a car shopper's digital interactions take place on a mobile device<sup>1</sup>

2

## GROW

with a clear strategy in place, put your plans into action and start testing.

- Launch your campaigns**

Once you have launched your first few campaigns, continue to launch on additional channels to attract shoppers at different stages of the buying funnel.

- Invest in resources that will help you to expand your reach.**

This could mean adding a vendor to your operation or considering what technology you can leverage.

1 - Think With Google, The Car-Buying Process: One Consumer's 900+ Digital Interactions.

# 3

## OPTIMIZE

over time, make adjustments to your campaigns to get the most out of them.

- Determine intuitive website navigation to ensure shoppers stay on your site after they have landed there.**

Make it easy for shoppers to find what they're looking for by providing a clean design, clear contact information, and fast loading time.

- Make mobile a priority.**

Check your site with your own mobile device to get a feel for the loading times, how well the design works, whether the content is readable, and if the navigation is easy to use.

- Tailor your marketing messages.**

Use personalization tactics like using the recipient's name in the subject line of an email or tailoring messages by segment.

- Create quick, helpful, and digestible videos.**

Produce a variety of videos, including vehicle walkthroughs, test drives, and customer testimonials, and post them across your social channels and website to engage shoppers.

- Manage your online reputation to give shoppers the transparency they crave during the online consideration process**

68% of CarGurus shoppers always look at dealer reviews before contacting them<sup>3</sup> so encourage happy shoppers to leave reviews after making a purchase.

In the past two years, watch time of "test drive" videos on YouTube has grown by more than

**65%<sup>2</sup>**

# 4

## MEASURE

knowing which campaigns are working (or not) is key to optimization.

- Consistently track the metrics that matter for each channel**

Look at a variety of metrics, like site traffic, time on site, and bounce rate, to get the full picture of your performance.

- Adjust your campaigns based on trends in your metrics/data.**

Understand your buying cycle and expect that your data will fluctuate depending on seasonality.

Dealers who measure 7 metrics are

**34%**

more confident in their marketing strategy than dealers who only measure 1 or 2 metrics<sup>4</sup>



Looking for a partner to help you take your dealership marketing to the next level? **Call 1-800-CARGURUS.**

2 - Google Data, U.S., April 2016-March 2017 vs. April 2018-March 2019  
3 - CarGurus shopper surveys with 1K to 2K respondents  
4 - CarGurus Digital Marketing channels survey, March 2019