

# 4 BEST PRACTICES IN DIGITAL MARKETING



## AUTO RETAIL IS DIGITAL FIRST AND FOREMOST.

Today, three-quarters of the time an auto shopper spends on research is spent online.<sup>1</sup>

Dealers are adjusting their marketing mix accordingly:

**The average dealer allocates 66% of their ad budget to the web.<sup>2</sup>**

What are the best dealers doing online, and how can you set yourself apart with digital marketing?

<sup>1</sup> Google and R.L. Polk, Aug. 2014  
<sup>2</sup> Borrell Associates, Sep. 2015



## TIP 1: AIM FOR SEAMLESS COMMUNICATION WITH SHOPPERS

Today's consumer expects buying experiences to be streamlined and simple. That means you should invest in processes and tools that make it convenient for shoppers to reach you from any device.

Sixty-four percent of auto shoppers research vehicles using their smartphones, and phone calls to dealers are increasing as a result. Offer a great experience to callers by relying on BDCs or dedicated sales staff to manage phone leads.

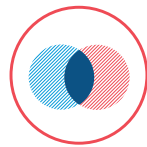
In addition, consider using text/chat software that allows customers to connect with you from either desktop or mobile.



**64%** of auto shoppers research vehicles using their smartphones



**90%** of auto shoppers always or sometimes look at dealer reviews before contacting dealers.



## TIP 2: BE TRANSPARENT

Consumers value the transparency that online reviews and price comparisons offer. A large majority of auto shoppers (90%) always or sometimes look at dealer reviews before contacting dealers.

Implement transparency in your own operations by managing your online reputation (i.e., responding to reviews) to show you're listening to customer feedback.

Price vehicles in line with your market to further demonstrate your commitment to transparency. When negotiating with an interested shopper, you can point to your fair prices to facilitate the sale.

3 CarGurus survey, Jan. 2016  
4 CarGurus survey, Jul. 2016



### TIP 3:

## RIGHT MESSAGE, RIGHT PLACE, RIGHT TIME

In their search for a car, auto buyers browse several digital platforms. Most buyers will begin with a web search and go on to visit many other channels – dealer sites, social media, OEM sites, and more – as they hunt for the right vehicle.

Reach shoppers at the beginning of the purchase path with search ads. Have a presence on third-party sites to interact with shoppers as they narrow their search. Finally, invest in delivering a great experience on your own site. Dealer websites are the most-visited digital destination for auto shoppers.<sup>5</sup>



5 Google and Millward Brown, Nov. 2013



### TIP 4:

## USE METRICS TO DRIVE DECISIONS

Being active on multiple platforms enables you to reach more shoppers. Still, for maximum efficiency, you should focus your energy and attention on your most effective channels.

Look at key metrics like cost per SRP (i.e., how much you pay for each appearance on a search results page), cost per VDP, and cost per contact to help you determine which marketing channels are driving the most leads and awareness.

Collaborate with vendors to increase performance, too. Consult with account managers, or use vendor analytics, to identify what's working and determine how you can drive even more sales.



## ABOUT CARGURUS

CarGurus helps car shoppers search local car listings and find great deals from great dealers. Founded in 2007, we're now the largest and fastest growing auto-shopping website in the U.S. by daily visitor traffic. More than 20 million unique users visit our desktop and mobile sites every month.

To learn how CarGurus can help you reach the digital car shopper, please call (855) 492-0792 or visit <https://www.cargurus.com/signup/DigitalMarketingWhitepaper>



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