

# 2017 DEALER MARKETING TOOLKIT

The Latest Auto Shopping Trends and Tips for Canadian Dealers



“ YOU CAN’T JUST ASK  
CUSTOMERS WHAT THEY WANT  
and then try to give it to them. By the time you get it built,  
THEY’LL WANT SOMETHING NEW. ”

– STEVE JOBS  
Co-founder, Chairman, and CEO of Apple Inc.<sup>1</sup>

There’s little doubt that 2017 is shaping up to be an interesting year for Canadian car dealers and buyers. Uncertainty about the economy, the potential impact of the new U.S. President, and forecasts for slightly slower car sales for 2017 have some concerned. In the midst of these changes, the technology-enabled consumer is putting pressure on the automotive retail industry to deliver a better customer experience.

As the quote from Apple co-founder Steve Jobs illustrates, finding out exactly what the consumer experience should be is increasingly difficult.

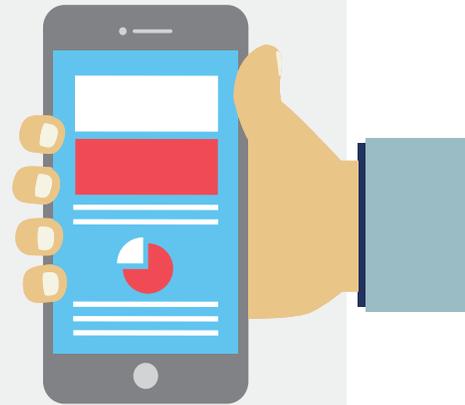
This means that dealership staff will have to become even more flexible and responsive. Knowing as much as possible about the online behaviour of your customers is critical — and there are now more tools available to help dealers do just that.

The dealers who are going to succeed in 2017 will be the ones that best adapt to this ongoing shift in the auto retail experience. CarGurus would like to share a few tips to make embracing these changes easier.

<sup>1</sup>: Inc. magazine interview,  
The Entrepreneur of the Decade, Steve Jobs

## 2017 AUTO SHOPPING PREDICTIONS: Trends to watch in 2017 and beyond

1. Dealers can help customers on their digital journey.
2. This will be the year of mobile — again.
3. Improved online marketing tools will boost sales.



## NUMBER 1: HELP CONSUMERS COMPLETE THEIR DIGITAL JOURNEY

Automotive is the 3<sup>rd</sup> most digitally influenced purchase.<sup>2</sup>

According to a recent “Digital Divide” study by the consulting firm Deloitte, automotive is now the third most digitally influenced purchase, after electronics and home furnishings.

Today’s digital platforms complement the physical shopping journey, and the best ones create a seamless customer experience from your tablet or phone — right onto the showroom floor.

For some consumers, though, that seamless experience changes the moment they set foot inside a dealership.

So what can dealers do to improve the consumer journey from digital to in person?

### OUR TIPS:

1. Put yourself in the shoes of a car buyer and see what the experience is like all the way from your first digital encounter to your in-store experience. Be prepared to learn a lot, and to make some changes.
2. Empower your colleagues to stay informed about digital marketing trends, and invest in training at events like NADA and digital marketing conferences.
3. Develop a true multi-channel strategy to integrate the physical and digital experience.

<sup>2</sup> Deloitte, “The foundation of future automotive retail: Omni-channel customer engagement.” 2016

## NUMBER 2: RECOGNIZE THAT MOBILE IS KING

Mobile traffic accounts for more than two-thirds of web traffic to dealer websites.<sup>3</sup>

Digital marketing experts CDK Global estimate that 75% of all consumer research for purchasing a vehicle is done online — and there's a big shift to mobile with more than two-thirds of traffic to dealer websites coming from mobile devices.

Convenience and instant access are the main drivers of this rapid growth of mobile as it proves to be a powerful tool for automobile research, and in many cases is replacing desktop computers.

To cater to your growing mobile customers, you need a sales and service team that is hyper-responsive and available to interact and transact.



### OUR TIPS:

1. Most dealer websites should already be mobile optimized. But, have you checked your site on your own mobile device? Is your phone number front and centre? What about directions to your store?
2. Many mobile shoppers on your website will be nearby and ready to make contact or visit you. Make sure you are equipped to quickly handle and respond to any inbound phone leads.
3. Go deeper. Ask your customers how they would like to be contacted. If the answer is by cell phone, see if you can also contact them via text message.



<sup>3</sup> CDK Global.com January 2017

## NUMBER 3:

# BOOST SALES THROUGH IMPROVED ONLINE MARKETING

Google now processes more than 40,000 search queries every second, which adds up to 3.5 billion searches per day, and 1.2 trillion searches per year.<sup>4</sup>

As these statistics from Google illustrate, consumers are constantly searching for information on the web — including vehicle research.

If your website can become a source of valued and trusted content, then your site will rank higher in Google search results. Due to increased exposure, your dealership will have a much better chance of landing new prospects.

In a recent survey, the Content Marketing Institute (CMI), the marketing industry's primary thought leader on content marketing, found that 86% of business-to-consumer (B2C) marketing professionals were using content marketing as part of their overall strategy.



Once you develop great content, you can do much more than just post it on your website. The CMI survey found that the main channels that B2C marketers use to distribute their content to consumers include: email (91%), Facebook (68%), print (62%), YouTube (60%), LinkedIn & Twitter (57%) and Instagram (55%).<sup>5</sup>

Use content to tell your story and build your reputation in conjunction with online marketing tools to distribute your campaigns efficiently and effectively.

## OUR TIPS:

1. Develop relevant content that can help car shoppers understand what's unique about your dealership, and how you can help find the right car for them.
2. Use tools like automated emails to help reach in-market customers with targeted messages that include valuable content — not just sales messaging.
3. Integrate your online leads into your dealership software systems like Customer Relationship Management (CRM) and other powerful data analytics tools.

<sup>4</sup> [www.internetlivestats.com](http://www.internetlivestats.com)

<sup>5</sup> 2017 Content Marketing Institute Survey of B2C Marketers.

For more information on CarGurus, call (855) 910-7401  
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