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## **Online Marketing Impacts Most Industries...Even Automotive**

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Research shows that over 80% of consumers start their car shopping online first. What does that mean for car dealerships? It means they better be well poised to capture that online business and bring it into their showroom to close the deal.

While your website is a vital part of the strategy, getting them to your website is a priority. Once the consumer lands on your site, it must become a virtual sales associate that begins building trust by providing helpful and relevant information. In fact, you want to create a website that does not just offer cars, you want to become a trusted resource that you customers come back to for other auto-related information over and over again, as this build dealership loyalty.

Getting qualified customers to your website takes a diverse strategy.

### **Search Engine Optimization:**

SEO can be broken down into to elements. On-page SEO and off-Page SEO. Tasks that make your site appealing to search engines that don't involve elements of your site are considered off-page. Tasks that make your website appealing to search engines that directly impact the content, code and/or functionality of your site are considered on-page. Best results are seen when both elements are implemented because on-page also aides in converting visitors to buyers.

### **Pay-Per-Click Advertising:**

PPC campaigns directly target relevant consumers and work much faster than SEO can. Based on bids for select keywords and key phrases, your ads appear at the top of the page for those searches. The beauty of the PPC model (like Google Adwords offers) is that you only pay for clicks through to your website. This model is designed to deliver the utmost ROI, meaning that a click-through should equal a sale (if your site is done right) and there for the amount you paid for the click translated into a direct profit.

Example: \$1.57 is the click-through bid and the net sales was \$6,000 – ROI=\$5,998.43



## Online Marketing Impacts Most Industries...Even Automotive (continued)

### **Social Media Marketing:**

SMM is the biggest vehicle of online marketing today. It actually delivers the fastest results and the highest ROI, yet many dealerships (as well as others) are not buying into it. Why? I would guess they feel deals are really closed face to face so the strategy involved with SMM “must be hype for marketeres to make money.” While deals are closed in the showroom or out on the lot, there is not better way to introduce yourself and begin to build trusting relationships with to millions of car buyers than through social media marketing. The return more than makes up for the expense.

Basically, SMM put is snack-dab in the middle of online communities as a knowledgble “neighbor” in car buying and related issues. Their perception of a sneaky car sales person trying to get away will selling them lemon and making good money disappears and there is no pressure. Remember, in marketing perception is reality. If the consumer perceives it to be true than it is.

Combining these three online marketing “vehicles” will generate sales leads for your dealership. If you further enhance the program by having high function, high conversion website then you are sure to turn nearly all leads from your site into sales.

The bottom-line is YOUR bottom-line. Giraffe Communications LLC is *driven* to increase bottom-lines for clients through online marketing strategies that are proven to work. After all, we are about “gaining a lofty advantage over competitors.”