

BEST PRACTICES ONLINE MERCHANDISING IN A MULTI-DEVICE WORLD



TABLE OF CONTENTS

How to Deliver the Online Experience Consumers Expect	1
The Constantly Connected Customer	2
Don't Focus on the Device, Focus on the Shopper Experience.....	4
Other Factors for Reaching the Multi-Screen Car Shopper	8
Create a User-Centered Experience	10
Top 7 Must-Haves Consumers Expect in Your Online Merchandising.....	12

HOW TO DELIVER THE ONLINE EXPERIENCE CONSUMERS EXPECT

Powered by multiple devices and limitless access to information, today's "always-on" consumer is compelling automotive dealers to recalibrate their business model. More and more, profits are wrapped up in information exchanges. Universally, car shoppers want a better, more customized and integrated experience that moves seamlessly between the online and offline worlds.

To get consumers to move forward through the car shopping process, your online marketing must create value in the minds of shoppers.

Essentially, your online presence is the visual demonstration of why a consumer should choose you.

While many of the best practices in this handbook are tactical in nature, they roll up under an overall strategy that supports the delivery of the **online experience consumers expect**. Done well, with planning, investment and the right tools, the payoff strengthens your brand, builds and nurtures customer relationships and opens up broad new opportunities to drive sales.





THE CONSTANTLY CONNECTED CAR SHOPPER

Today, cross-device usage is incredibly common and incredibly potent. And it's no longer an either/or proposition. 42% of all car buyers use multiple devices during the car-shopping process; among Millennials, that number jumps to **50%**.¹ According to an Autotrader projection, **80%** of all car shopping will be done on multiple devices by 2020.

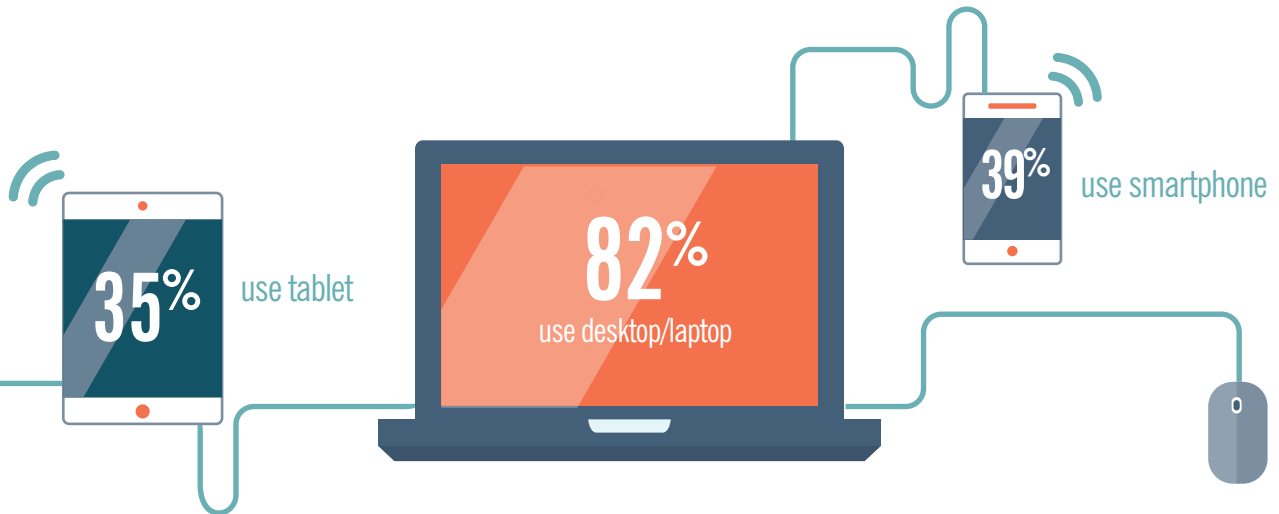
No doubt, the world is changing in the palm of your hands. Rather than attempt to keep pace with the range of devices that are being introduced to the marketplace at an ever-increasing rate, it's time to take a holistic approach to multi-device marketing.

» *Consumers conduct all types of shopping activities across all devices but **prefer** to conduct certain activities on specific devices.* (see page 3)

WHAT YOU NEED TO KNOW

- » Consumers use a variety of devices to shop for cars and they are adding more screens, not replacing them.
- » Consumers shop whenever and wherever they have time.
- » Consumers expect a good experience on all devices.

DEVICES USED TO CAR SHOP¹



42% of New and Used car buyers use multiple devices to shop

50% of Millennials use multiple devices to shop

Car shoppers are adding more screens, not replacing them

WHAT CAR SHOPPERS PREFER TO DO ON THEIR DEVICES²



- » Conduct detailed searches
- » Download forms
- » Download vehicle information



- » View photos
- » Read expert & consumer reviews
- » Review info on car features



- » Email about a vehicle
- » Call about a vehicle
- » Access info at the dealership



DON'T FOCUS ON THE DEVICE, FOCUS ON THE SHOPPER EXPERIENCE

Think of any device as simply a viewport to the Internet. Regardless of the device they use to access the Internet, consumers expect to find the same basic content and have the same experience

on every screen. **Your job, then, is twofold: Deliver an experience the consumer expects on all devices, while ensuring your branding and messaging are consistent across all devices.**

BE CAUTIOUS OF ONE-SIZE-FITS-ALL VENDORS

Watch out for vendors that offer mobile-optimized websites, apps and other products. “Try before you buy” to ensure the experience promised is the experience you want to deliver to shoppers. Our research shows that if you can’t create the right kind of mobile experience, don’t do it all. The risk of losing car shoppers is too high.



THE DIFFERENCE BETWEEN MOBILE WEBSITES & MOBILE APPLICATIONS

Car shoppers expect an optimized experience on all mobile devices. A good user experience is critical to encouraging broader interactions with your dealership on other devices. So which should you choose for the dealership – a mobile website or an app? See the descriptions below to understand the difference between them to help you decide which one is best for your dealership.



The Mobile Website

Mobile websites are specifically designed for optimum viewing on small mobile devices. They are relatively easy to create.

Regular websites can also be viewed on mobile devices; how well they appear on the small screen of a mobile device depends on the site and whether it has been optimized for mobile viewing. With a mobile website, there is also no need to create separate apps for the iPhone, Android and other smartphones. For the most part, they run universally on smartphones as well as most feature phones.

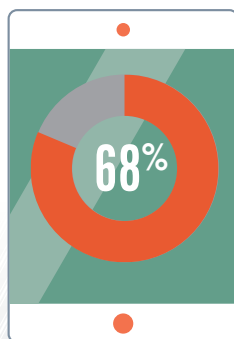


The Mobile App

The most obvious difference between a mobile website and a mobile application (“app”) is that an app is downloaded

from an online store like iTunes or the Android Market and installed on the mobile device. Apps are specific to the mobile device’s operating system, meaning that an app created for the iPhone will not work on an Android or Google phone. An app may also have different content from the brand’s website or mobile site.

If you are considering a mobile or tablet app, a sales-focused app may not be the best investment for your dealership because shoppers are not in the market very often. A better option may be a **relationship-based** app that allows you to manage the customer relationship with features like appointment scheduling and service and maintenance reminders.



Do it right or don't do it at all =
68% of shoppers have a negative impression of a brand with a poor mobile experience.¹

WHAT YOUR DIGITAL MARKETING PARTNERS NEED TO DO

Check out your dealership from a tablet and smartphone to ensure your website is optimized for these devices. If you're not ready to invest in a mobile site, make simple changes to your existing site to facilitate mobile shopping. Consider a simple mobile version with a link to your full website so the user can choose the experience.

Work with your partners to ensure that:



Your branding and messaging are consistent. It should be meaningful, easily accessible content that's always available to the consumer when, where and how they want it.



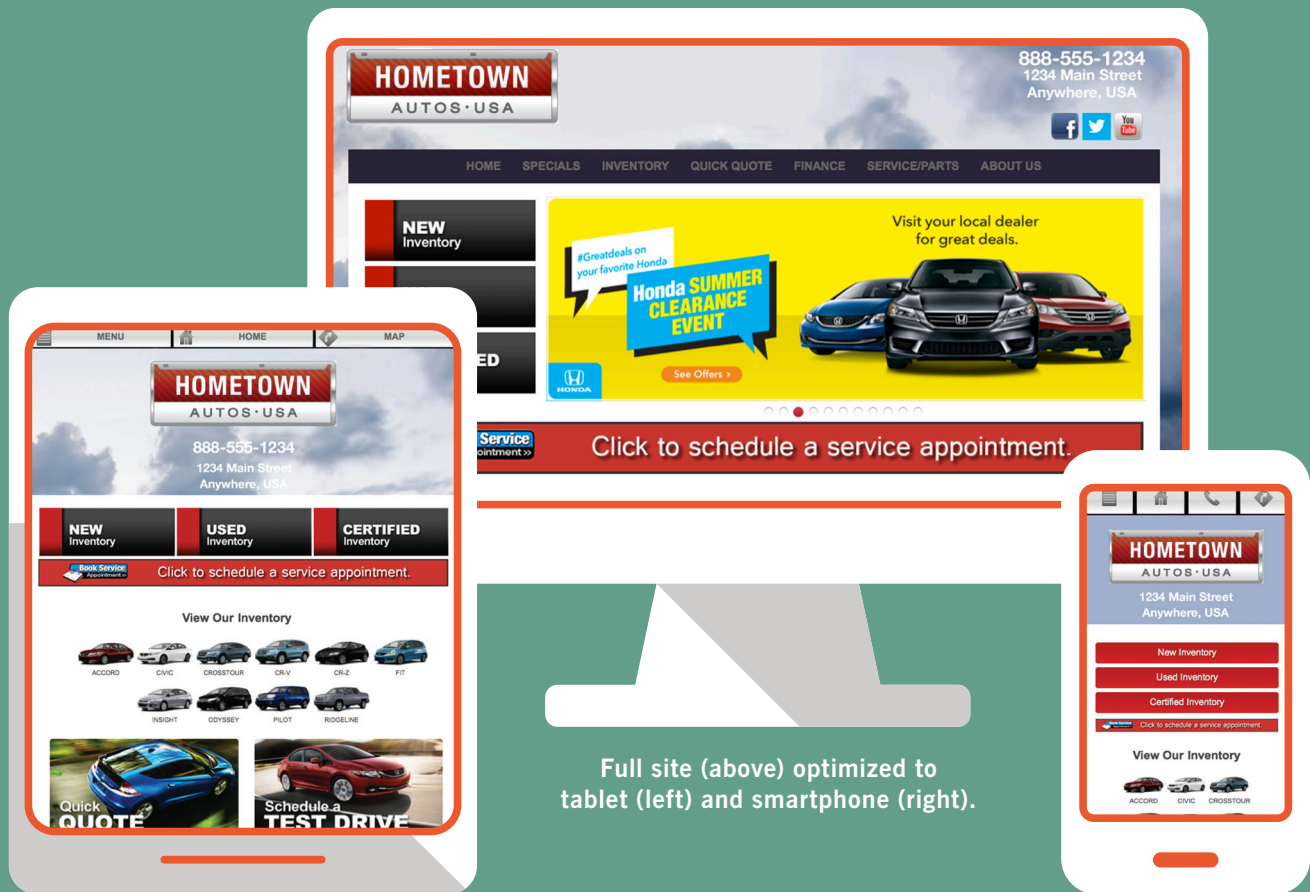
The site adjusts for user context. Shoppers prefer to do different things on different devices. For example, if a shopper is looking at your site from a smartphone, they most likely want easy access to your phone number or to a store locator. On the other hand, if they're looking at vehicles on your lot from a tablet, then they may want to look at reviews or promotions.



The site is easy to use and images are high-quality. These two features are by far the most important components of a good user experience, regardless of device. Information is important on a desktop or laptop; smartphones need quick access and tablets need high-quality visual content.



Consider responsive web design (RWD). Developed in response to the growth of multiple devices, a web page with responsive design resizes itself depending on the type of device it is being seen through — a tablet, a smartphone, a laptop or a desktop monitor. The purpose of responsive design is to have one website, but with different elements that respond differently when viewed on different devices.



MEASURE YOUR SUCCESS

Your vendor should continue testing, analyzing and adjusting your mobile site so you stay current with new devices and new user viewing habits.

What you should be looking for:

- » Who your mobile visitors are
- » What they're looking for on different devices
- » Bounce rates
- » Mobile vs. desktop conversions
- » Site search
- » Site speed
- » Landing page bounce rate



OTHER FACTORS FOR REACHING THE MULTI-SCREEN CAR SHOPPER

Although mobile has increased the opportunities for you to connect with more shoppers than ever, you still have to drive conversions across all of your channels.

The smartest dealers recognize that the online performance of their vehicles is the best indicator of each vehicle's appeal with potential buyers. They pay close attention to the number of Search Research Page (SRP) impressions and Vehicle Details Page (VDP) views to guide merchandising and pricing. They also use best practices to stay focused on what shoppers want the most from their online dealership experience.

These best practices include:



Stock the right inventory. Stock the right inventory for your market. Shoppers are unlikely to spend a lot of time scrolling through a smartphone to find a car on your lot if it doesn't meet their needs.

- **Use vehicle selection tools.** There are extremely accurate tools, like Provision from vAuto, that provide real-time views of in-demand vehicles with the most potential in your market.
- **Use local market reports.** Partners like Autotrader and Haystack can provide local market reports that demonstrate what inventory is being searched for most in your market.



Market New and Used cars side-by-side. Since car shoppers don't take a linear path to purchase, list your New and Used cars together on the same site so there's more opportunity for them to see a vehicle they might not otherwise see.



Ensure your virtual dealership is open 24/7. Fully one-third of all shopping activity online occurs while your dealership is closed.¹

Since consumers access information wherever, whenever and however they want it, they aren't going to call you if a listing is missing a price or a photo — they'll go elsewhere. In the world of online car shopping, your dealership is always open for business.



Keep your listings in front of in-market shoppers wherever they are. Use third-party classified sites and your dealership website where consumers spend the most time shopping for cars.



Leverage your third-party partners.

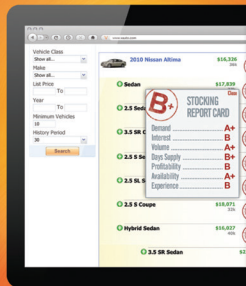
Third-party partners work to push the envelope in the user experience so you can work on pushing the envelope in your merchandising. Sites like Autotrader.com and KBB.com have streamlined mobile sites that offer a satisfying mobile experience to consumers, so take advantage of their advancements in the mobile marketplace.

STOCK INVENTORY



VEHICLE SELECTION TOOL

Provision[®] USED CAR INVENTORY MANAGEMENT



Provisioning

The Provisioning tool brings the vehicles with the highest potential in your lot directly to your lot, so you can generate more profit. It's a real time view of what to buy, what to pay and exactly where to find it.



HOW THE BEST DEALERSHIPS RUN BETTER

Appraising

Make every appraisal knowing what dealerships are getting for in your lot real market. The appraising tool doesn't just compare vehicles by VIN or trim, but by most important, so you can determine the precise value of every vehicle and pass for a profitable exit strategy.

Pricing

Price every used vehicle on your lot to maximize your profit, your turn and your profit. Armed with all the numbers you need, your inventory will be positioned to effectively compete for the top spot on customer online shopping lists, and will in turn drive more traffic to your showroom.

REAL DEAL

Close more deals and hold margins with Real Deal, the industry's first price validation tool. Trusted by shoppers, Real Deal helps drive more traffic to your vehicle detail pages. Once shoppers arrive on your lot, use Real Deal documentation to validate your pricing and increase negotiation.



Merchandising

Keep your online inventory as sharp as your showroom. The merchandising tool optimizes vehicle listings and maximizes results in online searches—so you can monitor their quality, completeness and performance, all in one place.



Mobile

Provision brings together all the used vehicle information you need—whether you need to track in the industry's leading fully mobile, fully integrated inventory management system. Available as an app on a smartphone or tablet, the Provision Suite allows you to view inventory directly from your mobile device, wherever you are in the office, on the lot, at the auction or on the go. The ability to access information while making inventory decisions is always at your fingertips.

LOCAL MARKET REPORTS

VOLVO LOCAL MARKET SNAPSHOT



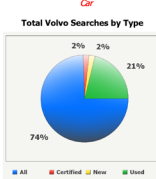
Washington DC - September 2014

Total Unique Searchers	3,159	Shopper Metrics	Average Minutes per Session (DMA Average)	16
Total Searches	15,010		Average SRP's per Vehicle	873
Average Searches per Searcher	5		Average VDP's per Vehicle	22

Washington DC DMA (With Alpha Zones)



77% of all Volvo Searches Include a New Car



84% of Volvo Searches Include Current Model Years



Volvo Includes 1% of the Total Inventory & 1% of the Total Make Searches

Make	% of Inventory	% of Searches
Volvo	1%	1%

Model	% of Inventory	% of Searches
S60	31%	16%
XC60	23%	11%
XC90	11%	25%
XC70	9%	8%
S40	2%	7%

73% of Local Volvo Shoppers are Searching Beyond 25 Miles



BMW is the most searched Make by Volvo Shoppers

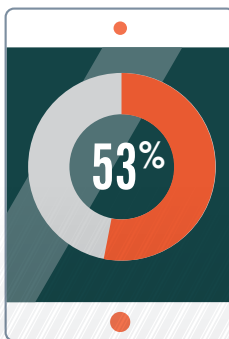


% of Searches by Price Range

Price Range	% of Searches
Any Price	42%
<10,000	19%
10,001 - 15,000	10%
15,001 - 20,000	10%
20,001 - 25,000	2%

Activity by Prominence (Listings)

ATC Prominence	Standard	Featured	Premium
Inventory	42%	16%	42%
SRPs	8%	21%	71%
VDPs	5%	30%	65%



53% of car buyers look at both New and Used cars in their search. Shoppers will see more of your cars if you list all of them.²

² Source: 2015 Automotive Buyer Influence Study



CREATE A USER-CENTERED EXPERIENCE

Why Merchandising Matters

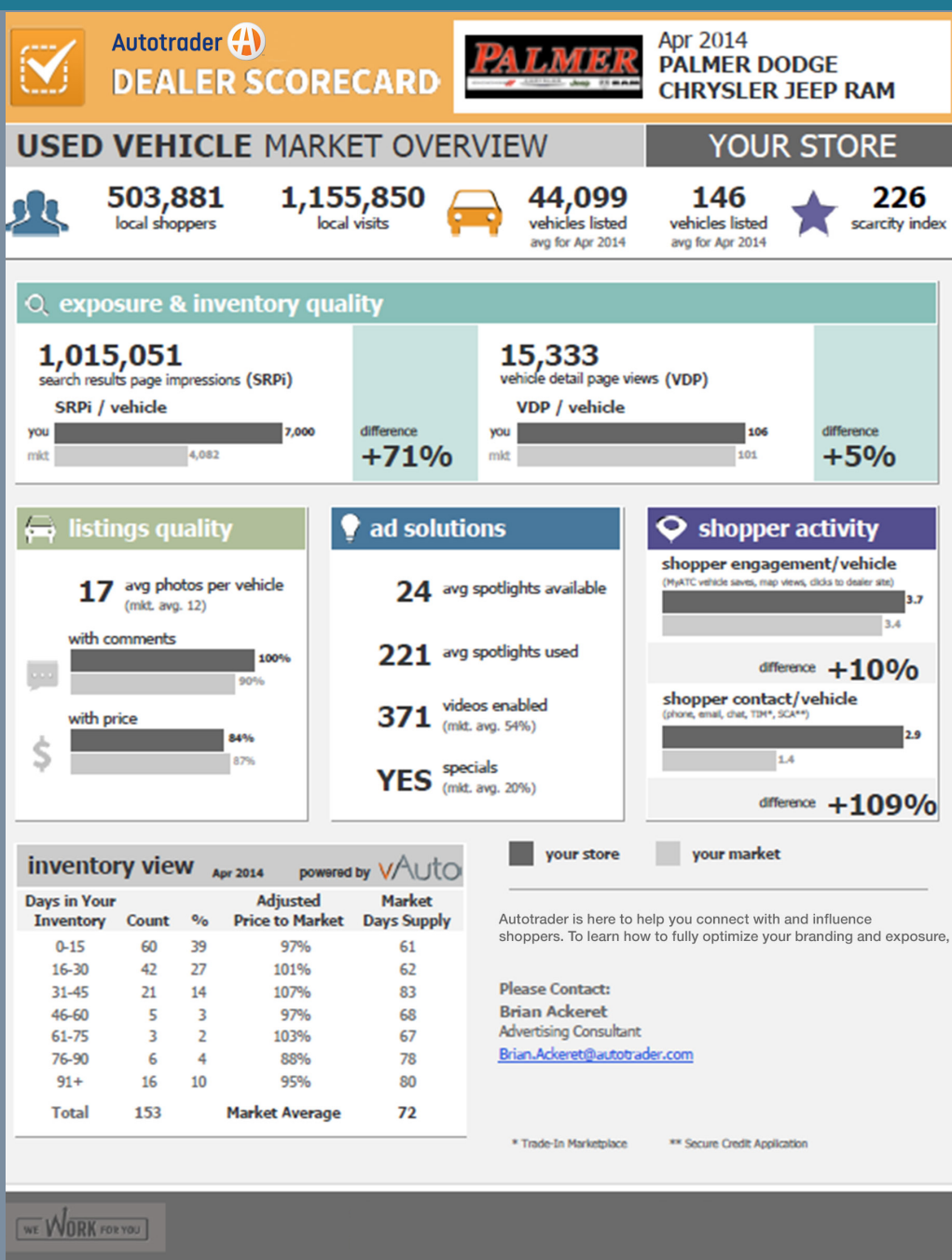
Advances in technology for the mobile web have created great opportunities for you to stay connected to car shoppers during all stages of the shopping process. But **being excellent at the basics is still the most important aspect of online marketing**. Vehicle and dealership merchandising should be the highest priority across all tiers and platforms.

Car shoppers have multiple ways of accessing online content and you have no way of controlling how they access it. What you can control, however, is providing relevant, high-quality merchandising that keeps them engaged and helps minimize the effort a shopper spends to find the information they expect.

HERE'S WHAT A STRONG MERCHANDISING STRATEGY CAN DO FOR YOU:

- » Turn inventory faster
- » Decrease unit carrying costs
- » Increase conversion rates from SRP to VDP
- » Improve the efficiency of your digital spend

DEALER SCORECARD





TOP 7 “MUST-HAVES” CONSUMERS EXPECT IN YOUR ONLINE MERCHANDISING




A Strong Search Results Page (SRP)

It all starts with your Search Results Page. The SRP is the virtual “drive-by.” If a listing is well-merchandised on the SRP, you increase the odds of a shopper clicking through to the Vehicle Details Page (VDP) – or, your virtual walk-around. It’s the same approach that online real estate listings take. Homes that have lots of photos and custom comments have a far higher conversion rate to the virtual tour page and in-person showings than those with generic, lackluster descriptions.

HOW TO IMPROVE THE SHOPPER EXPERIENCE

- » **Put contact information front and center.** Consumers don’t like to navigate a lot of pages to find what they are looking for. They are even less likely to do so on their smartphone or tablet.
- » **Include:**
 - Actual (vs. stock) photos
 - Videos
 - Link to view all inventory for that model
 - Transaction Price
 - Specials
 - Promote by payment
 - Price markdown
 - Custom comments

ANATOMY OF A VEHICLE SEARCH RESULTS PAGE (SRP)

Autotrader 

Get alerts. Save cars. Save searches.
Sign in | Sign up | Sign in with Facebook

[Cars For Sale](#) [Sell My Car](#) [Trade In My Car](#) [Car Research & Reviews](#) [Find Local Dealers](#) [Loans](#) [Insurance](#)

2014 Make Model Trim
\$41,448
\$42,895 MSRP
1.9% financing for 60 mos.

HOMETOWN AUTOS-USA
Hometown Autos
1-866-288-6872

<< See dealer info

Vehicles 1 - 6 of 12

MODEL NAME
STARTING MSRP \$1,899

Search Results
Make cars in Atlanta, GA [Change location](#)

2,903 listings matching your criteria

Within 10 Miles Sort Price - Highest Per page 100 View Page 1 of 15

Your Search

YEAR
2010-2015 X

PRICE
Max. \$50,000 X

MILEAGE
Under 60,000 X

MAKE
Make X

LISTING FEATURES
With videos X
With photos X
With prices X

Save this search
Start a new search

Modify Your Results

YEAR
2010
to
2015

PRICE
Any Price
\$50,000

MILEAGE
Under 60,000

Update Results

STYLE
MAKE
MODEL
TYPE
New
Used
CERTIFIED PRE-OWNED

EXTERIOR COLOR
ENGINE
TRANSMISSION
FEATURES
SELLER TYPE
DRIVE TYPE
FUEL TYPE
FUEL ECONOMY
INTERIOR COLOR
DOORS

2015 New Make Model Trim
\$45,679
0% financing for 60 mos.

Special Offer
All New 2014 Make Model Trim
+ 0.9% Financing for 60 months.

2013 Certified Make Model Trim
\$35,679 Reduced!
17,587 miles

Lease a NEW 2015 Make Model Trim
\$189 PER MONTH FOR 24 MONTHS
\$2,588 DUE AT SIGNING WITH APPROVED CREDIT

Premium Listings

New 2015 Make Model Trim
NEWLY LISTED
\$25,280
\$25,280 MSRP
Lease for \$294/mo.
Purchase for \$348/mo.

49 other cars starting at \$17,705 at this dealership. See all cars in stock

Certified 2013 Make Model Trim
\$25,900 Reduced!
33,246 miles
1.9% financing for 60 mos.

2014 Make Model Trim \$46,670

HOMETOWN AUTOS-USA
Visit Our Website
Contact Us
View More Inventory
Hometown Autos
866-288-6872

ACTUAL PHOTO

SPECIAL OFFERS

PROMOTE BY PAYMENT

LINKS TO ALL VEHICLES

PRICE MARKDOWN

ATTRACT SHOPPERS WITH CUSTOM COMMENTS

MULTIPLE PHOTOS & VIDEOS

THE VIRTUAL WALK-AROUND

EXTERIOR ANGLE



EXTERIOR DRIVER SIDE



EXTERIOR PASSENGER SIDE



DASHBOARD



CENTER CONSOLE



ELECTRONICS



REAR INTERIOR



DRIVER INTERIOR



REAR PASSENGER INTERIOR



TIRES



GAUGES



UNDER THE HOOD



EXTERIOR FRONT



EXTERIOR BACK



EXTERIOR BACK DRIVER SIDE



ANATOMY OF A THIRD-PARTY VEHICLE DETAILS PAGE (VDP)

TRANSACTION PRICE
(below MSRP)

VIRTUAL WALK-AROUND

MAP AND DIRECTIONS

TELL THE CAR'S STORY

VIDEO LINK

Get alerts. Save cars. Save searches.
Sign in | Sign up | Sign in with Facebook

Cars for Sale | Sell Your Car | Car News & Car Reviews | Trade In Your Car | Find Local Dealers | Loans | Insurance

Back to results | Print highlights | Email a friend | Text to phone | Like | Tweet | +

Email This Seller

New Year Make Model Trim

\$28,900
MSRP: \$32,650
(Price based on)
{\$X,XXX cash back with rates from Make/Bank/Dealer as low as X.XXX% APR}
[\(View details and other offers\)](#)

Purchase for **\$471/mo.**
[View details and customize](#)

Lease for **\$574/mo.**
[View details and customize](#)

Payments provided are estimates only. [Learn more](#)

[Calculate payment](#)

[Get a Loan](#)

HOMETOWN AUTOS-USA | Like | Follow

Hometown Autos
1-866-288-6872
[Instant chat](#)

Dealer tagline
Dealer tagline2

[3003 Summit Blvd.
Atlanta, GA 30319](#)

[See our inventory](#)

Visit our website

Autotrader
TRADE-IN MARKETPLACE
Get a free, instant offer on your trade-in

Email This Seller

First Name _____
Last Name _____
Email _____
Phone (Optional) _____
Enter your message here.
Maximum 250 characters.

Seller Comments
Navigation, Heated Leather Seats, Sunroof, Overhead Airbag, Rear Air, iPod/MP3 Input, Turbo Charged, HEATED FRONT SEATS. FUEL EFFICIENT 32 MPG Hwy/22 MPG City! Mineral Grey Metallic exterior and Black interior, 335i trim READ MORE! KEY FEATURES INCLUDE Leather Seats, Sunroof, Rear Air, Turbocharged, iPod/MP3 Input Child Safety Locks, Steering Wheel Controls, Electronic Stability Control, Heated Mirrors, Electrochromic rearview mirror. OPTION PACKAGES TECHNOLOGY PACKAGE Head-Up Display, Navigation System with Touchpad, Remote Services, Advanced Real-Time Traffic Information, BMW

Adam Granville of Hometown Autos is available to answer your questions now!
(866) 288-6872
Let's Chat

STARTING MSRP 35,999*

DEALERS OFFERS

Overview | Specs & Features | Articles & Reviews | Certified Warranty | Promotions

New Year Make Model Trim

Stock No. 7863 VIN See VIN AT Car ID AT-8675309AB

Coupe

Exterior Mineral Gry Met
Interior Blk Dakota Leather

22 CITY MPG **32 HWY MPG**

Gasoline

6 Cylinder
Transmission: Sport Automatic
Drive Type: 2 wheel drive - rear

[Window Sticker](#) | [Autobiography®](#) | [Brochure](#) | [View the free VHR for this vehicle](#)

SiriusXM
• Satellite Radio
• Navigation

• Power door mirrors
• Power driver seat
• Heated Leather Seats

• Advanced Real-Time Traffic
• Surround Sound
• M Sport Suspension

• Split folding rear seat
• Speed-Sensitive Wipers
• Security system



Price

Shoppers aren't always looking for the lowest price, just a fair one. Pricing that's accurate and real attracts valuable buyers and can increase overall dealership profitability by supporting faster turns. Listings without a price can push shoppers away from your dealership to competitors who do list prices.



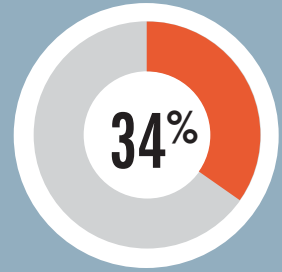
PRICE

VS.

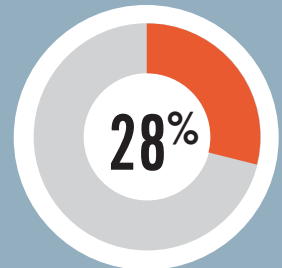


NO PRICE

=



more VDPs when vehicles are listed below MSRP¹



more VDPs per listing²

HOW TO IMPROVE THE SHOPPER EXPERIENCE

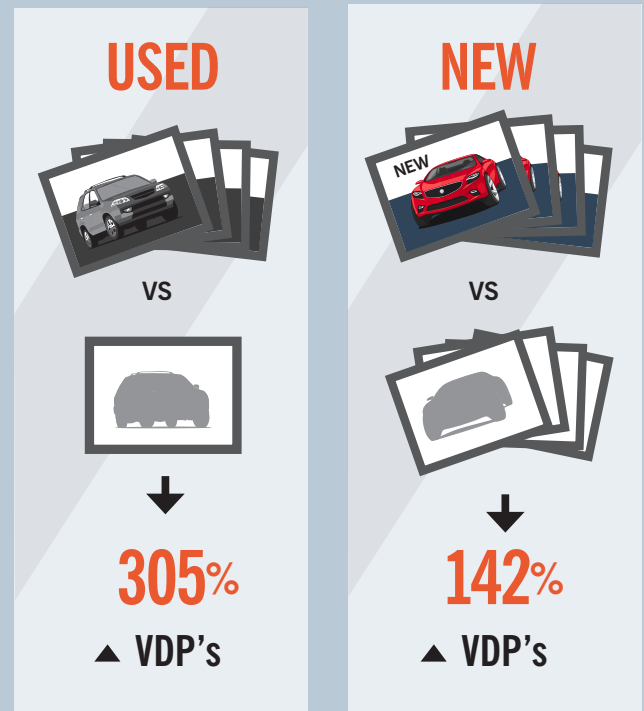
- » **Price below the MSRP.** Listings priced below MSRP get 34% more views.¹ Notably, too, 52% of car shoppers will travel 30+ miles to buy a car that's 10% below MSRP.³
- » **Price to sell rather than negotiate.** Research vehicle prices in your market with real-time pricing and analysis tools from companies such as vAuto and VinSolutions.

- » **Price consistently.** Use the same price for the same vehicle in all of your advertising (online and offline).
- » **Highlight low APR** and other incentives.

THREE

Photos

Listings with custom photos perform significantly better than listings with stock or no photos, and this applies to both Used and New cars. Multiple photos act as your virtual walk-around; the more options a car has, the more important it is for shoppers to see those features in a photograph. Aim for a minimum of 15 and up to 45 images, including imperfections, close-ups and details, and upload them to various sites before the vehicle arrives at your dealership. See page 14 for an example.



Used car listings with multiple custom photos vs. a stock photo get **305%** more VDPs per listing.² Listings with multiple photos vs. no photo get 372% more VDP views.²

New car listings priced below MSRP and with multiple photos get **142%** more VDP views.³

HOW TO IMPROVE THE SHOPPER EXPERIENCE

- » **Never use a stock photo.** Stock photography on big-ticket items like cars and real estate doesn't work. In fact, it can backfire on you because it looks like a bait-and-switch tactic. Actual photos create interest and emotion, and justify value.
- » **Leverage your in-house merchandising facilities** with professional staging on a neutral backdrop.
- » **One car per photo.** There should only be one car in the photo. Don't take pictures of the car when it's still in the inventory line.

- » **Show overall images and details:** exterior angles, front, side and rear. Details make the difference — an odometer reading or tire tread, for example. Interior photos are a must, too!
- » **Ensure photos are up-to-date.** For example, don't show cars on a snowy background in the middle of summer.
- » **Use automotive Internet publishing services.** These data management services specialize in handling dealer vehicle merchandising, from shooting vehicles to publishing the images on

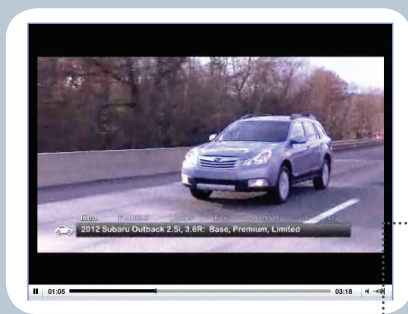
all of a dealer's listing feeds. This ensures quality and consistency and lets you focus on what you do best — marketing and selling vehicles.

- » **For do-it-yourselfers:** Use a digital camera that takes high-quality pictures. Shoot against a neutral background with good lighting. The best times of day to take a photo outdoors are in the morning after sunrise but before 10 a.m., and in the afternoon between 4 p.m. and dusk.

FOUR

Video

Like photos, you should consider video another part of your virtual showroom. In fact, 47% of car shoppers first heard about a car/truck by watching an online video; and 65% are able to narrow down their options after watching a video.¹



WATCH
VIDEO LINK



HOW TO IMPROVE THE SHOPPER EXPERIENCE

- » **Do a 360° walk-around of the actual car**, even if it's New. Start the engine, lift the hood, show memory and navigation operation. Include information that can't be gained from still photos.
- » **Tell a story about your dealership, too.** Show customers why they should be doing business with you by highlighting your amenities and service department.
- » **Help your videos stand out on search engines.** Shoppers only see the first 140 characters of your video description during a Google search, so make your words count.
- » **Keep the video short – 1 to 2 minutes.**
- » **Upload your videos to YouTube**, your website, third-party sites and social networks like Facebook.
- » **Repurpose your TV commercials as online videos.**
- » **Leverage manufacturer assets** in conjunction with your own videos. They're also likely to have a video distribution network you can use.

ONLINE VIDEO RESEARCH IS INCREASING AMONG CAR SHOPPERS¹



84% of video researchers plan to watch auto videos the next time they shop for a car, compared to 78% last year



61% research with online videos



**1 hr.
or more**

25% of all car shoppers spend 1 hour or more watching videos while researching a car

SHOPPERS TAKE ACTION AFTER WATCHING A VIDEO¹



49%
visit a dealer



37%
search dealer inventory



22%
use mobile devices to find info

FIVE

Custom Comments

Custom comments offer a huge opportunity to make a sales pitch about a car and an equally large missed opportunity by just listing a car's standard features. The first 250 characters are critical to your message and even more so on a mobile device, so don't waste them on a VIN explosion or dealer-speak.

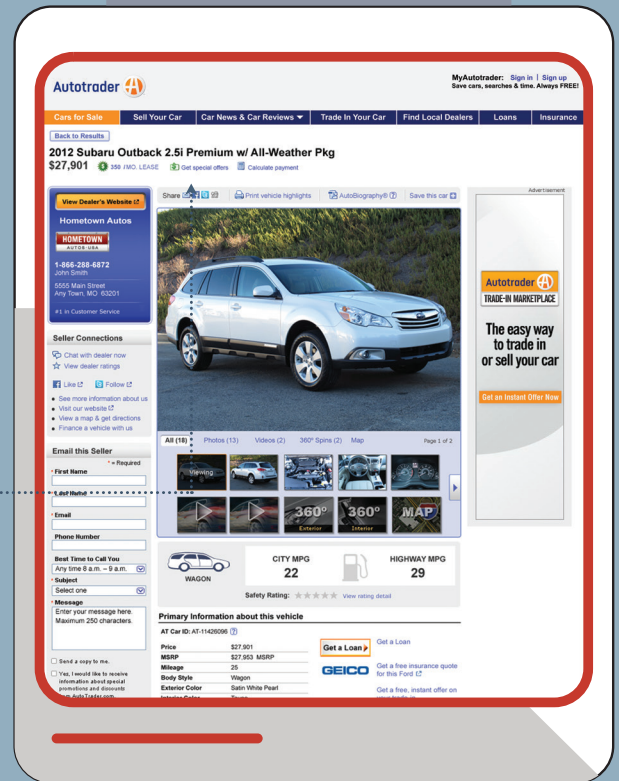
LINK TO CURRENT OFFERS



26%

more car buyers traveled 30+ miles to the dealership that had custom comments¹

VEHICLE DETAILS PAGE (VDP)



Tell the car's story

HOW TO IMPROVE THE SHOPPER EXPERIENCE

- » Ensure **contact information** is easy to find on every screen or page.
- » **Write customer-centric comments and descriptions, and include benefits** that would appeal to the customer's lifestyle.
- » Include a bulleted list of **installed options**.
- » Include **certified, financing options, incentives and warranty information**.
- » Include **"Why Buy from Us" comments**. These should be compelling reasons that truly differentiate you, and the answer is tougher than you think because it should NEVER include statements like, "Best deals in town," or "Largest inventory in town." Instead, use statements like "negotiation-free sales process," "100 free car washes with every vehicle purchase," or "Largest inventory under \$20K."
- » **Ask for the business!** Every listing needs a call to action, such as "Call Ed today at 555-123-4567."

SIX

Promotions and Special Offers

Shoppers are looking for the best deal on the car they want. Promotions, incentives, rebates and special offers are significantly important to New car buyers, who rank them the third-most important reason to shop online.² Further, consumers respond more positively to cohesive messaging across national, regional and local advertising, so consider using the material provided by your OEM to stay on-message.³ Results from a 2014 study conducted by Kelley Blue Book of the impact of advertising on vehicle preference found that 82% of consumers respond more positively to a cohesive experience across all three tiers (national, regional and local).³ The study also found that a single, off-brand ad (i.e., locally produced with no cohesive look or feel to the OEM's messaging) drove down consumer preference by 50%.³

TIER 1	TIER 2	TIER 3
		
Usually is filled with an ad from the VEHICLE MANUFACTURER	Usually is filled with an ad from the REGIONAL NETWORK OF DEALERS	Usually is filled with an ad from the LOCAL DEALER

HOW TO IMPROVE THE SHOPPER EXPERIENCE

- » Highlight promotions and special offers on your own website, third-party sites and social networking sites.
- » Highlight low lease payments with special offers to convert Used car shoppers to New car shoppers.
- » Use banner ads, dedicated sections of your website and video to advertise rebates, special financing and other promotions.
- » Take advantage of OEM-supplied ads for consistent messaging.

SEVEN

Merchandise your Dealership

Your online marketing is much more than the cars you sell. You also want to build consideration for your dealership. Define your dealership's unique value proposition, which will identify what you want car shoppers to know about your dealership. This information is important in getting car shoppers to not just choose the cars you sell, but to choose you.



HOW TO IMPROVE THE SHOPPER EXPERIENCE

- » **Tell your story.** Create a store video tour and highlight amenities and departments. Introduce employees. Show why you are a dealership they should do business with.
- » **Tout your experience.** It's as simple as saying "Celebrating 30 Years!" in your copy. If you've won special awards for community service, customer service, manufacturer awards, etc., then say so.
- » **Demonstrate your customer focus.** For example, use statements like "negotiation-free sales process," "100 free car washes with every vehicle purchase," or "largest inventory under \$20K."
- » **Use customer testimonials.** Build a strong image for prospective customers. Just remember to get customers to sign a release form authorizing you to use their testimonial in your marketing. Sample release forms can be downloaded from the Internet. Ask your legal counsel for more information.
- » **Include dealership information.** Always include your contact information, map and directions.


CONTACT
INFORMATION

THIRD-PARTY DEALER INFORMATION PAGE

Hometown Auto
5555 Main Street, Any Town, MO 63021
Contact Dealer at: 1-888-555-5555

[Get Map and Directions](#) | [Email Us](#) | [Visit Our Website](#) | [Get Financing](#) | [View our Cars](#)

[Back to Results](#) [Search Again](#)



[View Larger Photos](#)


[Prev](#) 1-9 of 17 [Next](#)

Vehicle Inventory [View our inventory](#)


Sort by **Price - High to Low**

All New Used Certified


407 (407) Sport (3) Convertible (7) SUV (88) Coupe (35) Truck (134) Hatchback (3) Van (36) Sedan (85) Wagon (17)



2012 Subaru Outback
[View car details](#)
Price: **\$34,565**



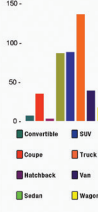
2012 Subaru Outback
[View car details](#)
Price: **\$34,565**



2012 Subaru Outback
[View car details](#)
Price: **\$34,565**

1 - 3 of 407 All

Inventory Stats
Hometown Auto
Total Inventory: 407
View our Inventory
• Used Cars: 50
• New Cars: 354
• Number of Makes: 15
Graph by
Body Styles



Features

Financing
We offer financing to suit a variety of needs.
• Good Credit
• Bad Credit

Services
We take care of you during and after your purchase.
• Factory Authorized Service Center
• Body Shop
• Parts & Accessories
• Delivery Options
• Courtesy Shuttle

Amenities
For your comfort and pleasure, check out our amenities.
• Children's Play Area
• Internet Access

Important Messages From Us

Hide Why You Should Buy A New Car From Us
NEW CAR PHOTOS AVAILABLE upon email request..... Call Hometown Auto 888-555-5555 today about SPECIAL LEASE RATES..... Many dealers advertise a "price leader" or one vehicle at the sale price. Not Hometown Auto. When we advertise a sale price, we always have several vehicles to choose from. An ad price is good only when you can actually purchase the vehicle for the ad price! No games, no gimmicks, no tricks at Hometown Auto!

Hide Why You Should Buy A Used Car From Us
We have a vast inventory of pre-owned vehicles that will satisfy your used car purchasing needs. Our sales team is eager to help locate the perfect vehicle for you. All of our used vehicles must pass a Hometown Auto quality inspection so they're ready for retail. We provide excellent, high quality used cars, used trucks and used SUVs including certified pre-owned vehicles. Our decades of experience allows us to find only the best pre-owned vehicles, and with this knowledge, we can pass the savings on to you!

DEMONSTRATE
CUSTOMER FOCUS

SHOWCASE SPECIAL
DEALERSHIP FEATURES

WHY BUY FROM US?

"WHY BUY FROM US?"
COMMENTS

TOUT YOUR
EXPERIENCE

FRIENDLY
WELCOME

TALK ABOUT CUSTOMER
FOCUS AND ANSWER
THE QUESTION
"WHY BUY FROM US?"

CUSTOMER
TESTIMONIALS

DEALERSHIP HOME PAGE

HOMETOWN AUTO, INC.
5555 Main Street, Any Town, MO 63021
Ranked #1 in Customer Service!

SALES: 888-555-5555
SERVICE: 888-555-1212
PARTS: 888-555-1213
[View Map | Driving Directions](#)

[HOME](#) [INVENTORY](#) [CAR FINDER](#) [FINANCE CENTER](#) [ABOUT US](#) [SPECIALS](#) [TESTIMONIALS](#) [CONTACT US](#)

HURRY TO GET **0% APR**
ON 12 DIFFERENT MODELS
[find your model](#)





Subaru Legacy [learn more](#)



Subaru Impreza [learn more](#)



Subaru Outback [learn more](#)

Welcome to Hometown Auto, Inc.
Ranked #1 in Customer Service!

Hometown Auto has been part of the community for over 35 years and was built on the principles of providing genuine caring and personal service. Our experienced sales staff is eager to share its knowledge and enthusiasm with you, and when you come to Hometown Auto, you'll have a dedicated sales consultant to give you personalized attention.

We encourage you to browse our inventory, schedule a test drive and investigate financing options -- all of which you can do right here on our website! You can also request more information about a vehicle using our [online form](#) or by calling 888-555-1234.

If you don't see a particular vehicle, click on [Car Finder](#) and complete the form. We will be glad to locate your perfect car for you! If you'd like to see a vehicle in person, click on [Contact Us](#) for step-by-step driving instructions to our dealership or give us a call. We look forward to serving you!

[See Our Customer Testimonials](#)

Search Inventory

Search by Make

Search by Model

Search by Body Style

Search by Price

[Search](#)

DEDICATED
CONTACT
NUMBERS

LINK TO MAP AND
DRIVING DIRECTIONS

QUESTIONS?

Call 1-800-353-9350 or visit www.dealerlearningcenter.com

NOTES

NOTES

NOTES

NOTES



© 2015 Autotrader, Inc., All Rights Reserved. "Autotrader," "Autotrader Classics," "AutotraderClassics.com," and the Autotrader Classics logo are trademarks or registered trademarks of TPI Holdings, Inc., all used under exclusive license.