

# Next-Generation Engagement

---

Internet Tools that Take Your Program to  
the Next Level



**Confidence Comes Standard.®**

# About Me

---

## Kathy Kimmel

- Training Director, Cars.com
- Over 15 years of automotive industry experience

## Connect with Kathy:



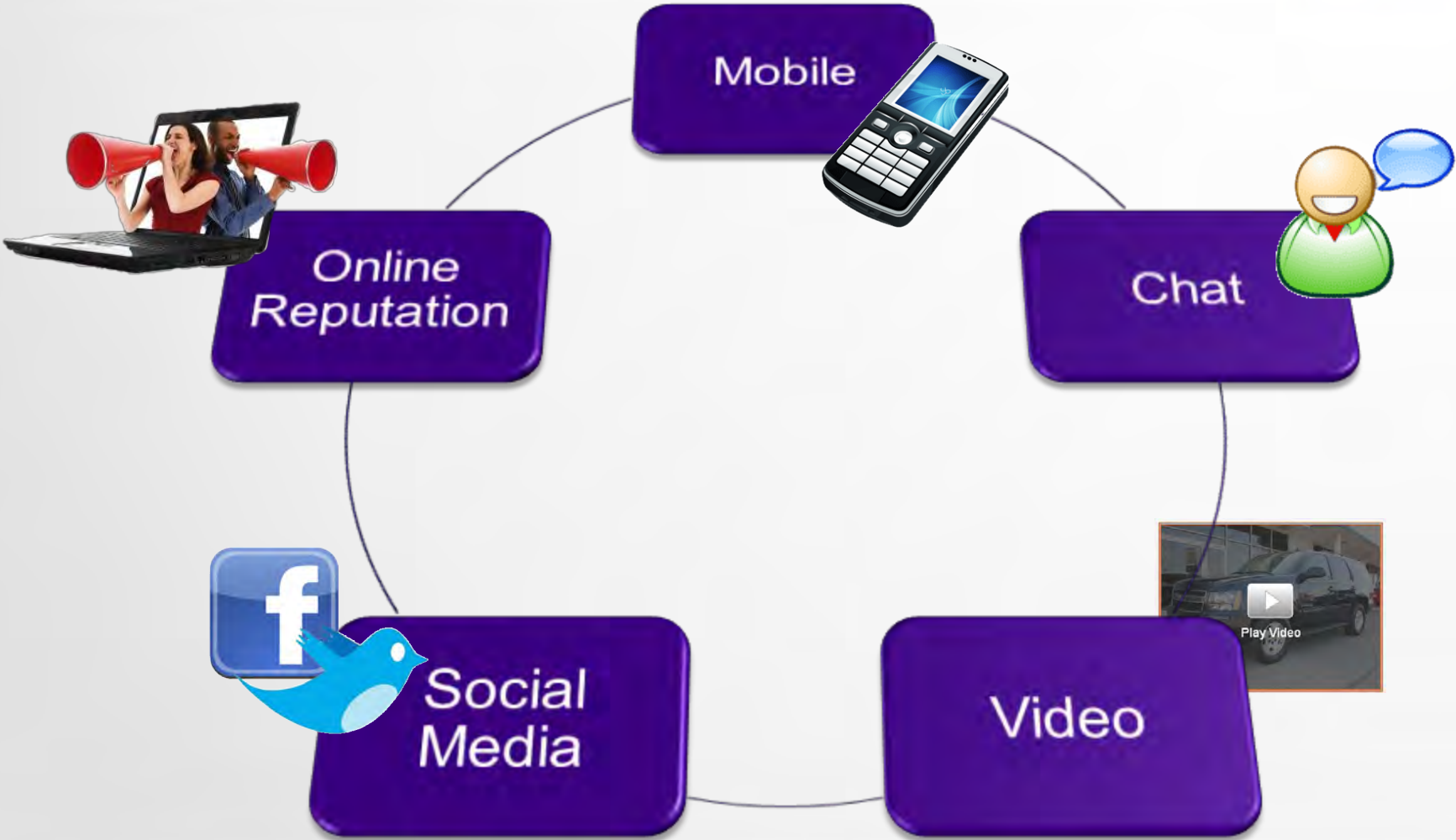
[dealers.cars.com/facebook](https://dealers.cars.com/facebook)



[dealers.cars.com/twitter](https://dealers.cars.com/twitter)



# Today's Agenda



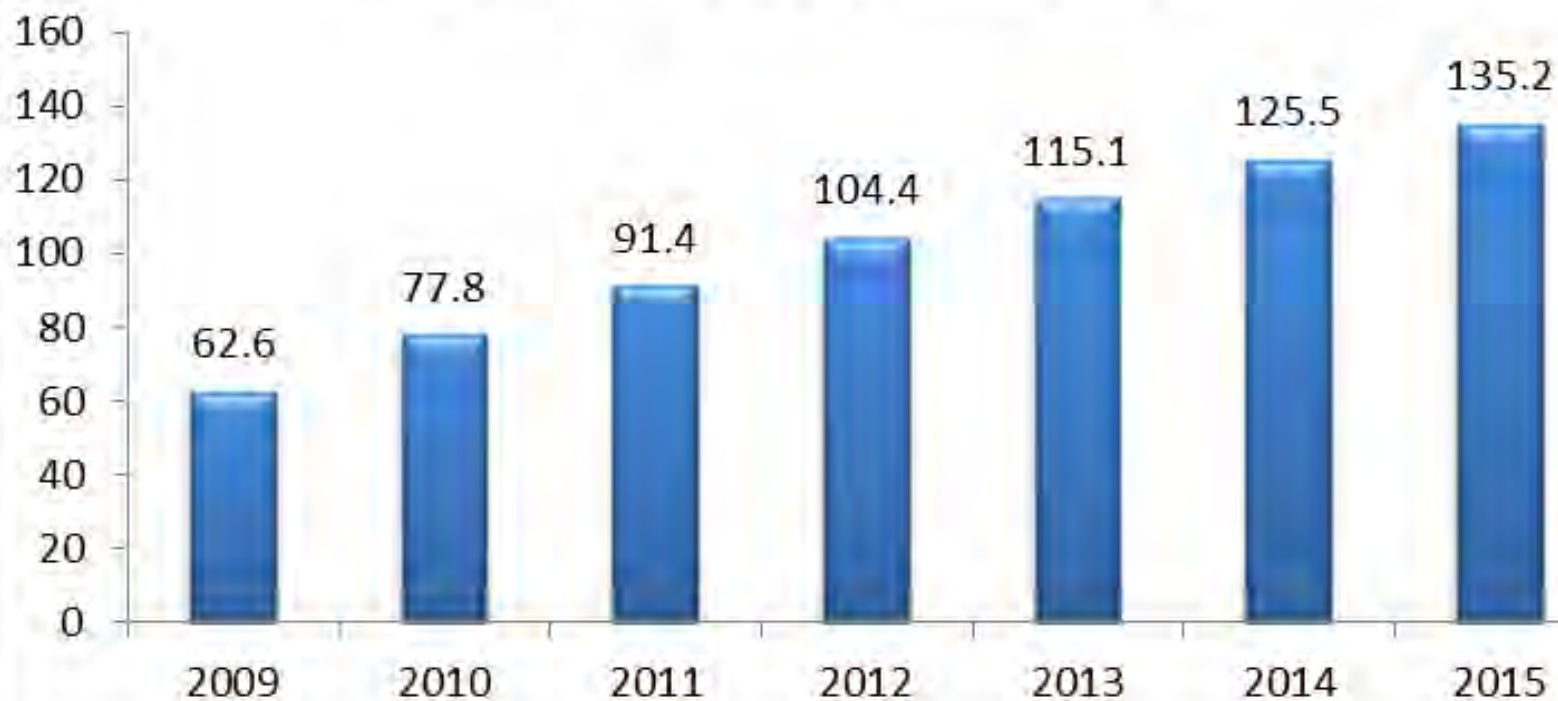


**Take Your  
Success Mobile**

---

# A Large and Growing Market

## U.S. Mobile Internet Users 2009 - 2015 (Millions)



# Mobile Consumer Profile

---



## Gender

- 62% of males
- 56% of females

## Age

- 84% of 18-29 year olds
- 69% of 30-49 year olds
- 49% of 50-64 year olds

# Mobile Shoppers are Ready to Buy



**87%**

of Cars.com mobile shoppers plan to buy a car within 6 months

**39%**

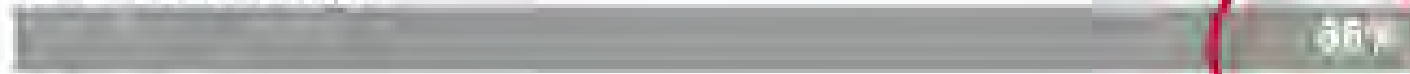
have accessed Cars.com mobile from the dealer lot

# Mobile Supply & Demand

## US Mobile Phone Users Who Are More Likely to Use M-Commerce if Retailer Has a Mobile Website, by Product Category, Oct 2010

*% of respondents*

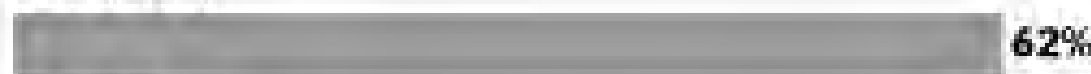
### Auto dealerships



### Auto parts



### Furniture



### Florists



### Jewelry, luggage and leather goods



# Mobile Supply & Demand



## Retailers with Mobile Websites, by Product Category, Oct 2010

*% of total*

**Auto parts**

20.78%

**Auto dealerships**

15.66%

**Gas stations**

4.81%

**Department stores**

3.41%



# Win the Sale by Going Mobile

- **Mobile Site**

- No download or installation required
- Everyone on the web has access
- All users see the latest version

- **Mobile App**

- Needs to be developed for each platform
- Requires users to download
- Ability to use all device capabilities



# Mobile Coupons



CARS

TRUCKS

SUVS/ CROSSOVERS/ VANS

HYBRIDS

 **Chat Now/En Español**  
Click here to chat with a live representative

**SPECIAL OFFERS**

See the great deals waiting for you right now!

**PRE-APPROVED FINANCING**

Get approved so you're ready to buy!

**FIND US**

Click here for location information

**VALUE YOUR TRADE**

Click here for trade-in value estimates



## Love your Chevy? Join the club.

Dear Corine,

Text DEALER to 38681 or [click here](#) to join our Mobile Service Club. We'll send you special, money-saving service offers and mobile coupons that you can use to keep your Chevy running right – and for the right price.

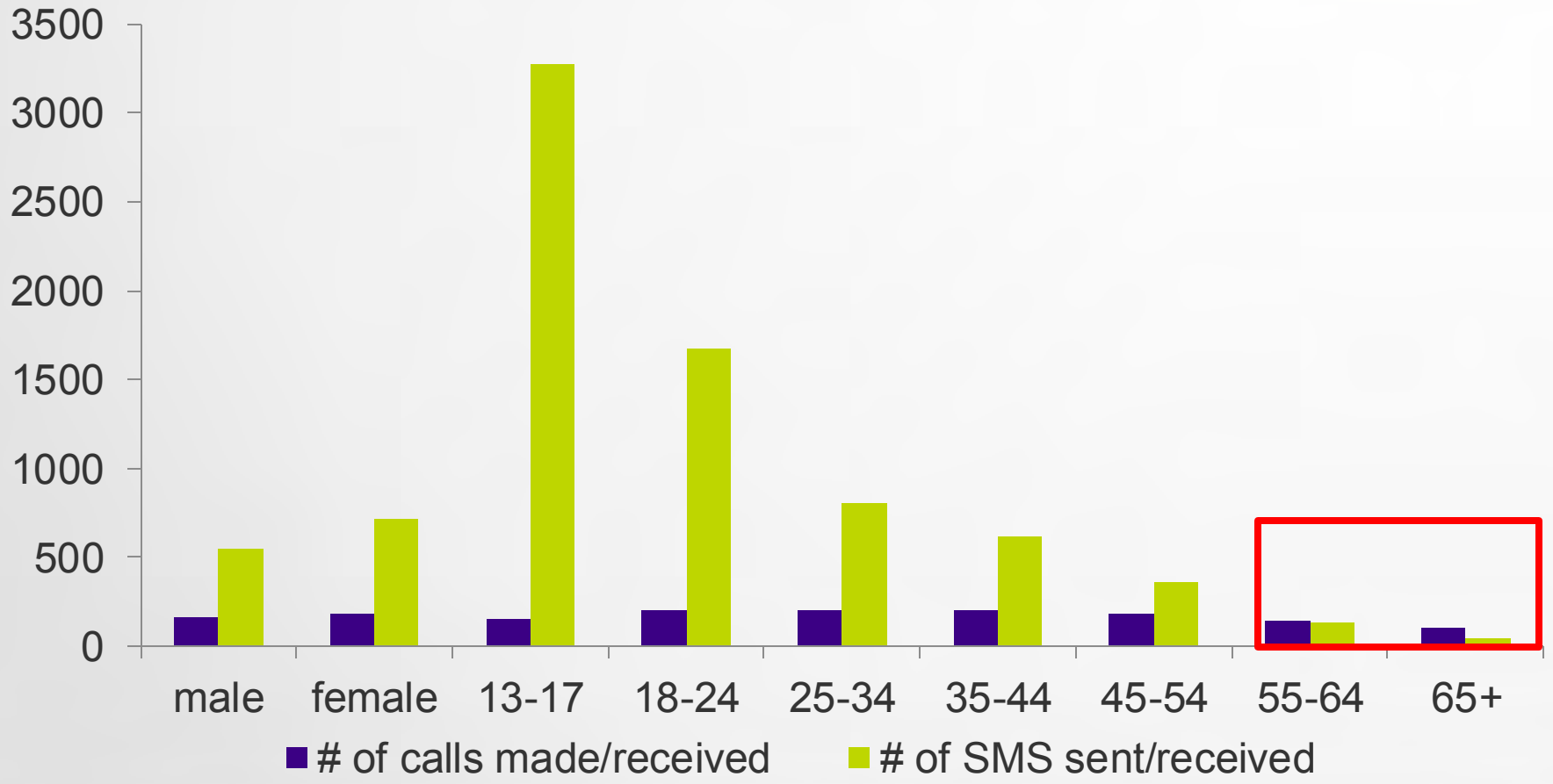
But what's a great price if you can't trust who's performing the service? Have no fear. Only trained and certified GM Goodwrench Service technicians are here. They know your Chevy vehicle better than anyone else in the business.

**Join our Mobile Service Club by texting DEALER to 38681 or [click here](#) to start getting our latest offers, and see our GM Goodwrench Service Center today.**

# Connect with Text



## Calls vs. SMS



Source: The Nielsen Company, Mobile Media Insights, Q4 2010

# Send to Phone



- Alert buyers to your inventory options that meet their needs
- Confirm appointments

**cars.com** Home Buy Sell Research Finance Advice Chicago Tribune

2008 Chevrolet Malibu LT - \$17,992  
Dealer: Bredemann Chevrolet  
Call: 888-818-9034

Print Email Facebook  
**Send to Phone**  
Save Ad View Saved (0)

Vehicle Description Kelley Blue Book Values Photos Map & Directions Finance & Loan Calculator Specs & Reviews Safety & Reliability

**BREDEMANN CHEVY IN PARK RIDGE**  
www.bredemann.com

Seller photos — click to enlarge

**About This Malibu**  
Mileage: 22,081 Engine: 2.4L I4  
Body Style: Sedan Transmission: AUTO  
Exterior Color: Red Jewel Tinted Cle... Drivetrain: FWD  
Interior Color: Ebony Doors: 4  
Stock #: BP4147 Wheelbase: 112"  
VIN: 1G1ZJ57B38F185526 CARFAX 1-Owner Vehicle View Free Report





**Features:** Front Wheel Drive, Power Steering, Aluminum Wheels, Tires - Front Performance, Tires - Rear Performance, Compact Spare Tire, Auto-On Headlights, Auto-Off Headlights, Power... [Show additional features](#)


**Seller's Notes:** 2LT PACKAGE WITH ADJUSTABLE PEDALS AND A TOURING RIDE TOO! For almost 100 years, families have trusted the BREDEMANN family with all of their automotive needs. Buy at Bredemann and you'll understand why you see sooo many of our nameplates on the back of Chicagoland's very best vehicles! Buy with confidence from Bredemann Chevrolet! We are family-owned and operated, serving Chicagoland as a General Motors dealer since 1912. We take great pride in the satisfaction of our customers, and have an A+ rating with the Better Business Bureau based on our commitment to providing top-quality vehicles and service to our customers.

**GET A QUOTE NOW**  
ZIP Code  Go

**State Farm**  
THE REASONS TO GET A QUOTE JUST KEEP ADDING UP

# Send to Phone

 **Print**    **Email**      

 [Send to Phone](#)

[Save Ad](#) | [View Saved \(0\)](#)

AT&T 3G   2:27 PM

 **cars.com™**

**2008 Chevrolet Malibu LT - \$18,940**  
**\$18,940 | 16,857 miles**



[More Photos >>>](#)  
**Body Style:** Sedan  
**Engine:** 2.4L I4  
**Exterior Color:** Pewter  
**Transmission:** AUTO 4SPD



# Chat

---

# Why are People Chatting?





# The Chat Experience

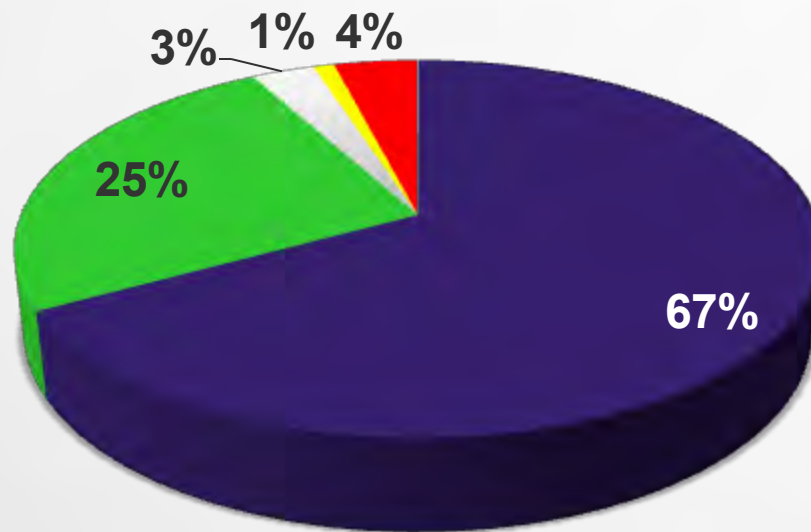
- **More opportunities for you and better leads**
- **More face time early on**
- **Speed & efficiency – instant gratification!**
- **Doesn't change your lead process**
- **Ability to differentiate**
- **Excellent training tool!**



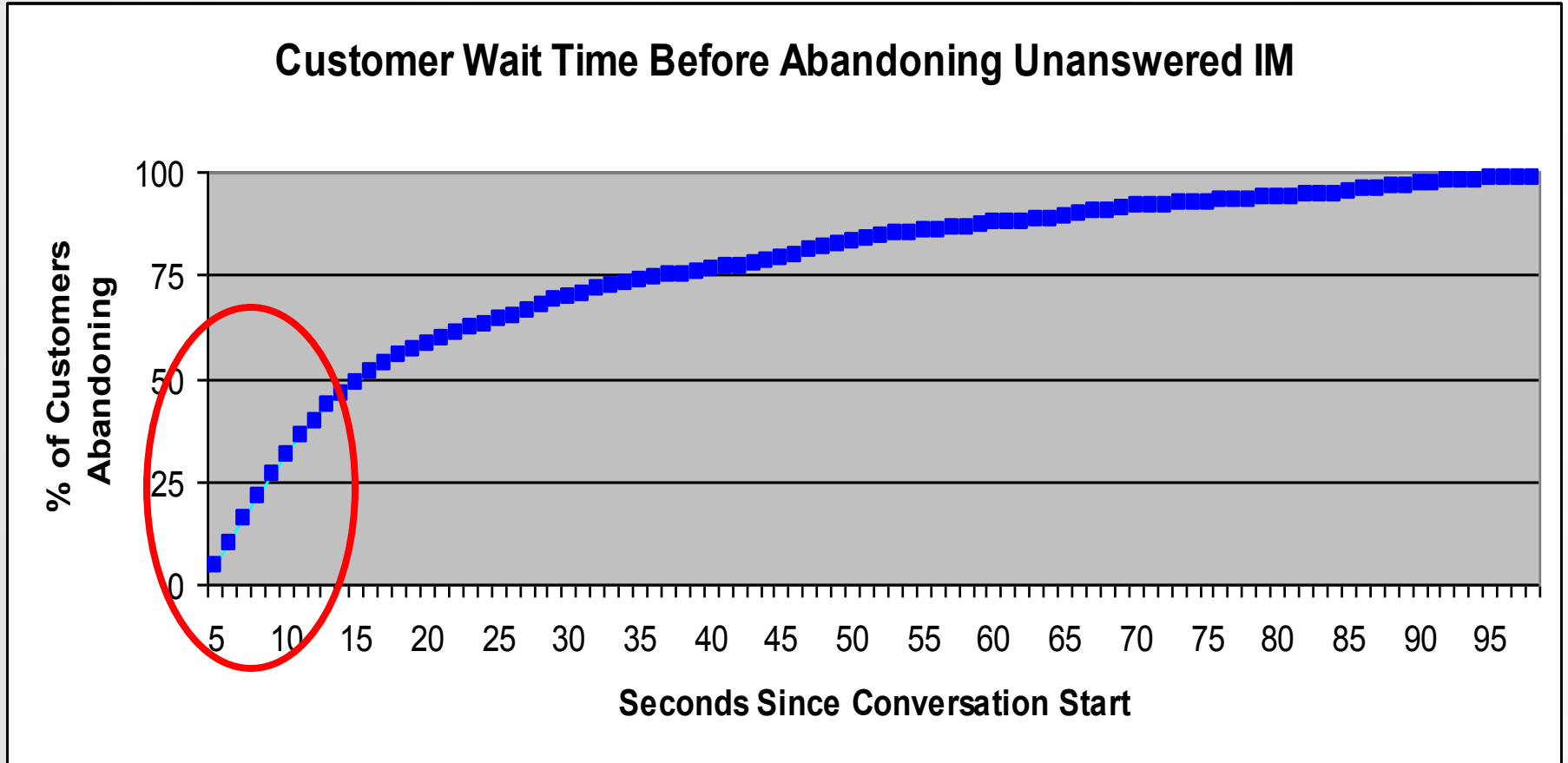
# Chat Users are Buyers

## 67% Plan to Buy in the Next 30 Days!

- Within the next month
- Within the next 1 to 6 months
- Within the next 7 to 12 months
- More than a year
- I am not currently in the market to purchase or lease a vehicle



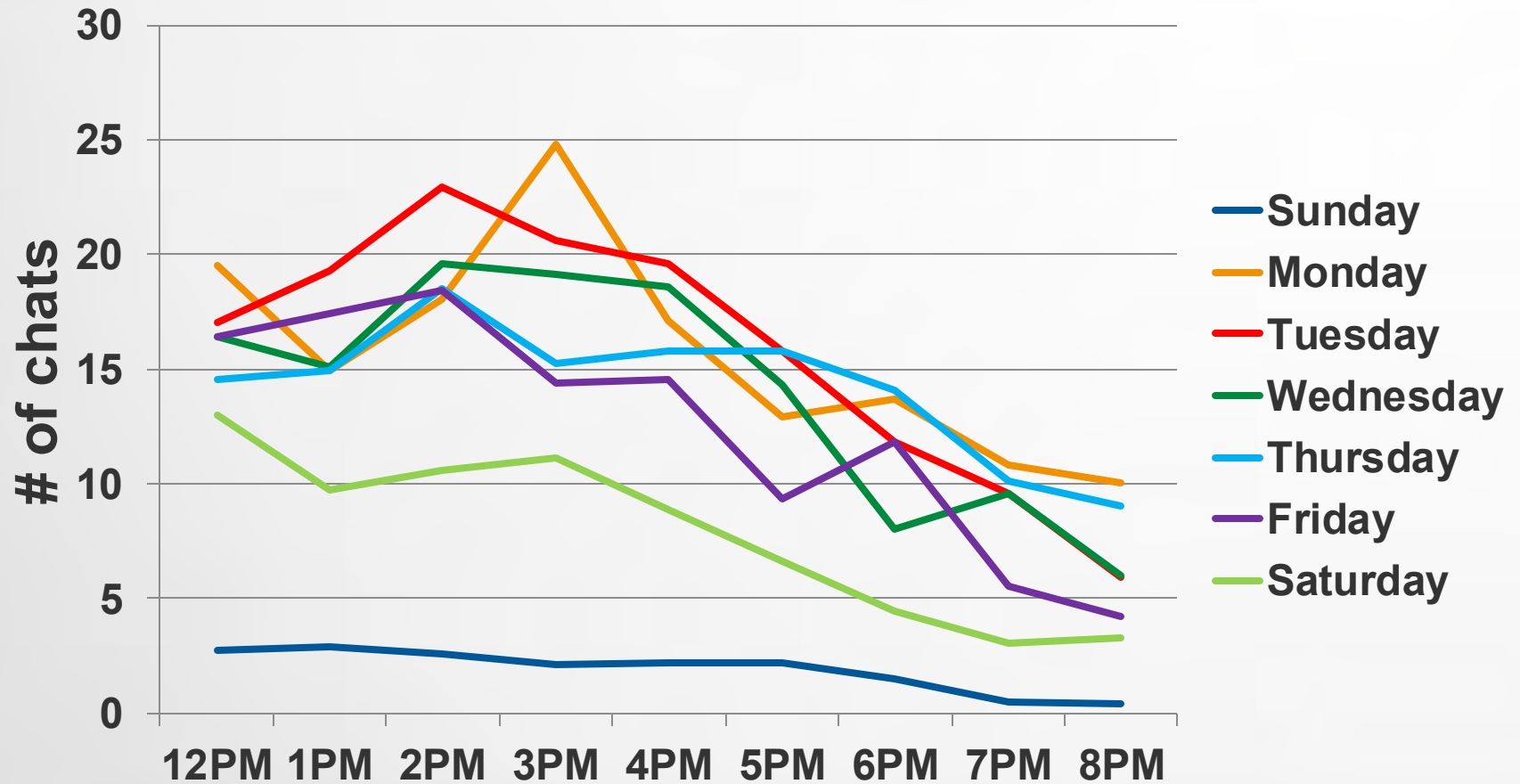
# Importance of Response Time



Sample Set: US Auto Dealers with ContactAtOnce! on their dealer site. Includes only IM requests originating from their dealer sites. April 2009.



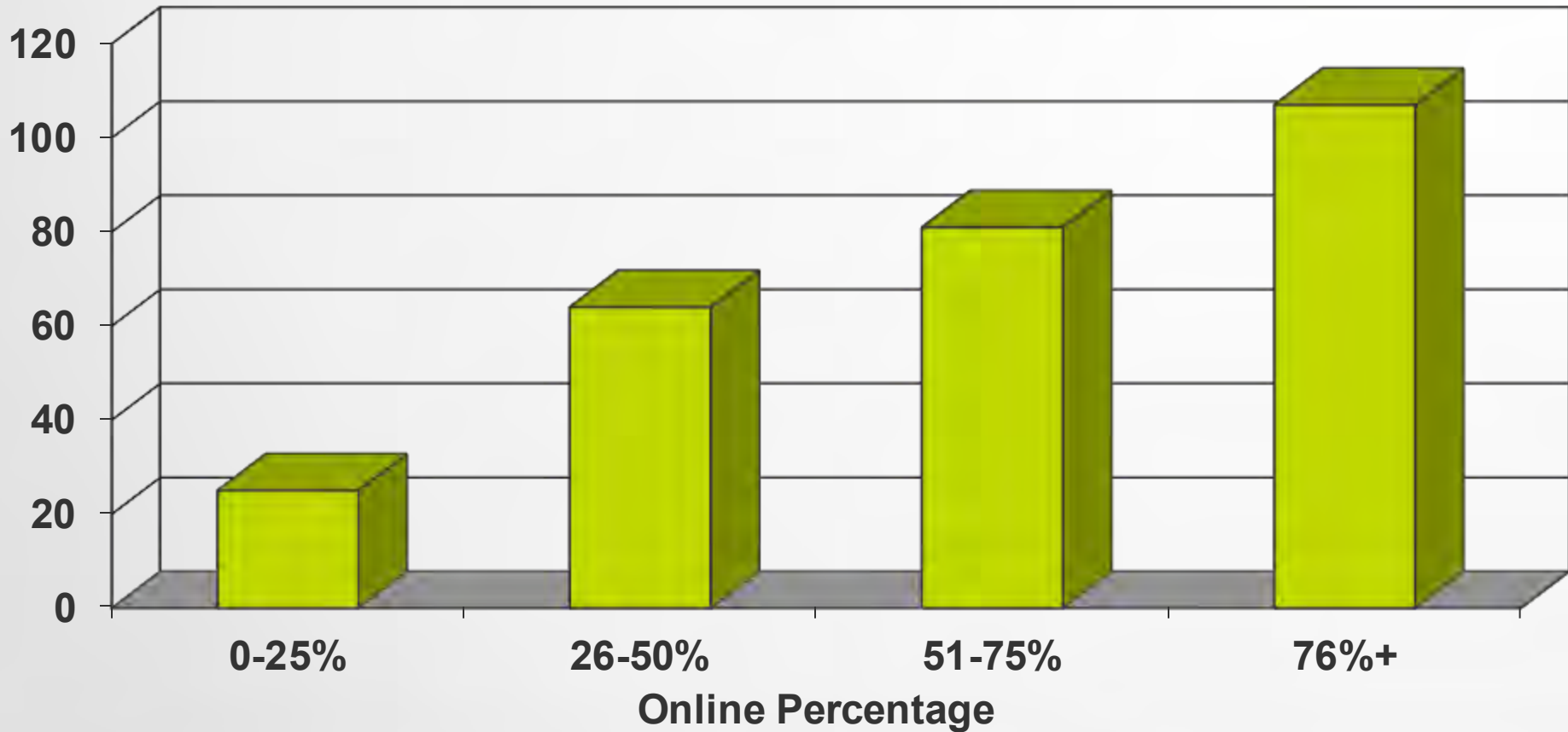
# Staff for Chat Success



# Stay Online, Get More Leads



## Average # of Chat Requests by Online Availability

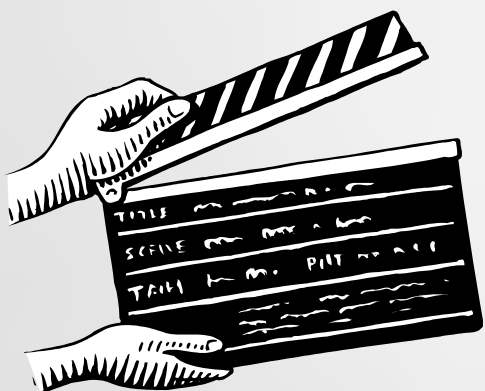


Sample Set: US Auto Dealers with ContactAtOnce! on their dealer site. Includes only IM requests originating from their dealer sites. April 2009.

## CHAT BEST PRACTICES

- Be HUMAN
- Answer initial question before asking for customer info
- Keep messages short and quick
- Add a photo to increase the quantity and quality of chats
- Keep the conversation going by offering alternatives and open ended questions
- Showcase your dealership
- Share video links
- Review chat transcripts





# Video

Lights, Camera, Sold

---

# VW: The Fun Theory

---



**Watch video at:**  
**<http://www.youtube.com/watch?v=2IXh2n0aPyw>**

---

# Make the Car the Star



**72%**

of Cars.com shoppers said video was very influential in making their decision to visit the dealership...

...but only

**31%**

of Cars.com dealers are enrolled for video.

# Video Drives Engagement



Photos | Sort by: Year | Vehicle | Distance | Mileage | Price

Year	Model	Mileage	Price
2010	Porsche 911 GT3	1,932 mi.	\$149,995
2008	Porsche 911 Turbo	6,054 mi.	\$109,995
2008	Porsche 911 Turbo	15,572 mi.	\$109,995
2008	Porsche 911 Turbo		
2008	Porsche 911 Turbo		

- Of those car buyers who watch online auto videos, 54% watch the videos in the month of purchase.\*
- Cars.com listings with video:
  - Generate 5% more vehicle demos\*\*
  - Generate 13% more contacts\*\*
  - Double pages and minutes per visit\*\*

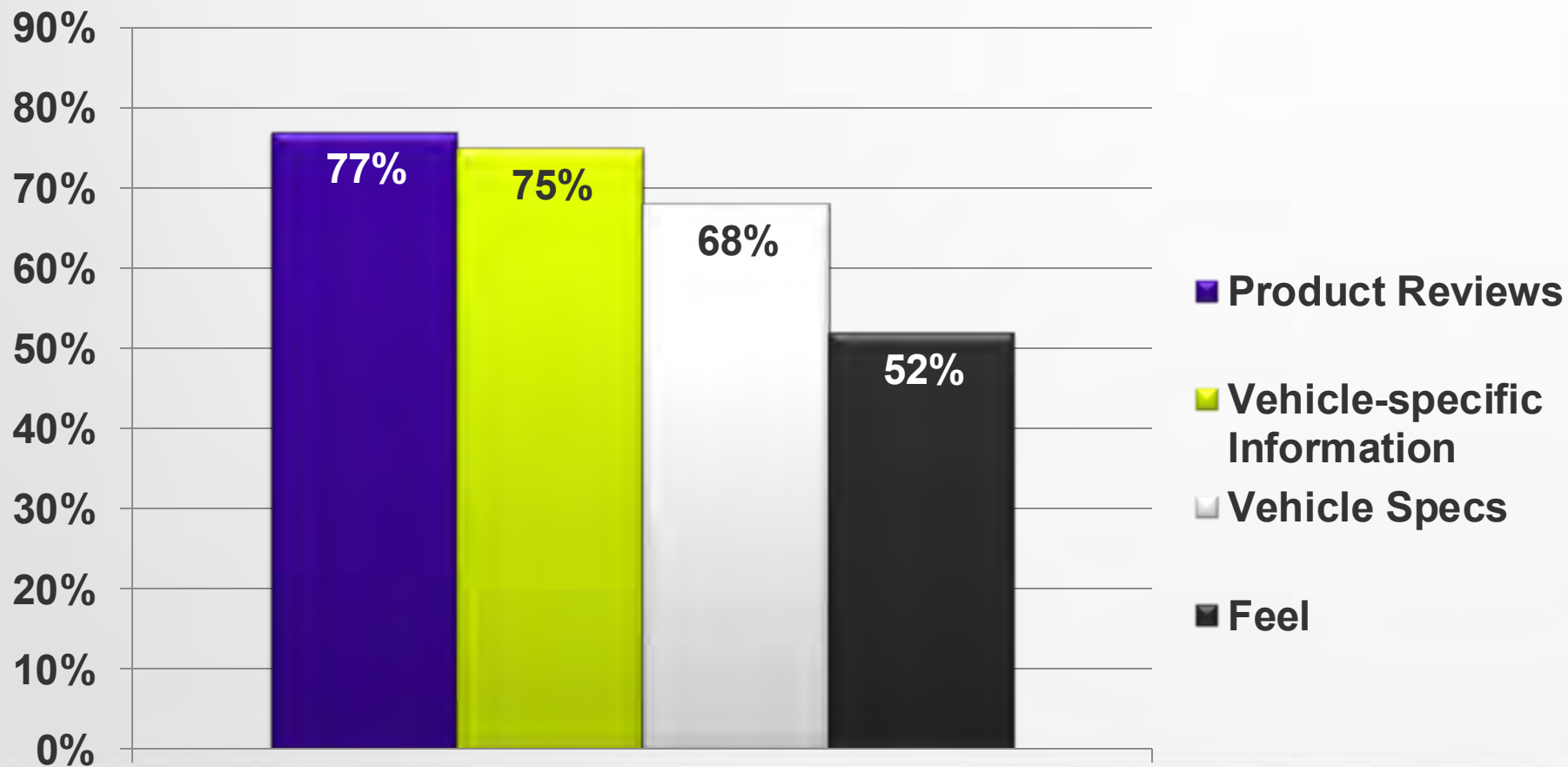
\*Google/Cmpete Auto Video Study, 2009

\*\*Cars.com, *Merchandising Effectiveness Analysis*, 2009



# What Video Car Buyers Want to See

Among in-market shoppers who watched online automotive videos:



# Getting Started: Creating Footage



- **Low-cost cameras allow you to add good-quality, full-motion videos:**
  - Salesperson/ISM introductions
  - Walk-around vehicle demonstrations
  - Competitive reviews
  - Customer testimonials
  - Tours of your departments



# Engaging Emails



Hi Jack,

Thank you for giving us the opportunity to earn your business. ABC Ford has been helping people in the Chicagoland area with their automobile needs since 1970. The Ford Focus is an excellent choice! You can find out more about this one owner vehicle by playing the video below.



I will be calling you shortly to answer all of your questions. Thanks again for your interest in ABC Ford.

Best Regards,

**Kristin Novak**  
Internet Sales Manager  
T 312.601.5000  
[knovak@abcford.com](mailto:knovak@abcford.com)  
ABC Ford  
175 W Jackson  
Chicago, IL 60604

Connect with me on [LinkedIn](#)

Become a fan of our [Facebook Page!](#)

Follow us on [Twitter](#)



# YouTube

- 52% of car shoppers view videos on YouTube\*
- Create a channel for your store
- Add video to your website and social media pages
  - Generates additional exposure
  - Creates a virtual “Why Buy” book for in-market shoppers
  - Boosts search engine results



# Video on the Go

- **25 million U.S. mobile subscribers watch video on their mobile devices**
- **Watchers average 4 hours 20 minutes of mobile video per month**

Table 2b: Overall Usage—Number of Users 13+ (in 000's)  
Monthly Reach—Q4 2010

Q4	Q4 10	Q3 10	Q4 09	% Diff Yr to Yr
Mobile Subscribers Watching Video on a Mobile Phone <sup>^</sup>	24,708	22,913	17,583	40.52%

Source: The Nielsen Company.

## VIDEO BEST PRACTICES



- Personalize your YouTube channel
- Post relevant videos
- Brand your videos
- Make your videos entertaining
- Allow staff to share videos
- Create great titles & descriptions
- Reply to negative posts
- Monitor Insight page

## VIDEO BAD PRACTICES



- Creating ONLY walk-arounds of vehicles
- Pushing all videos to Facebook
- Making every video an overt sales pitch
- Tagging your video with the name of your competitors



# **Social Media**

Enable, Inspire, Influence and Engage

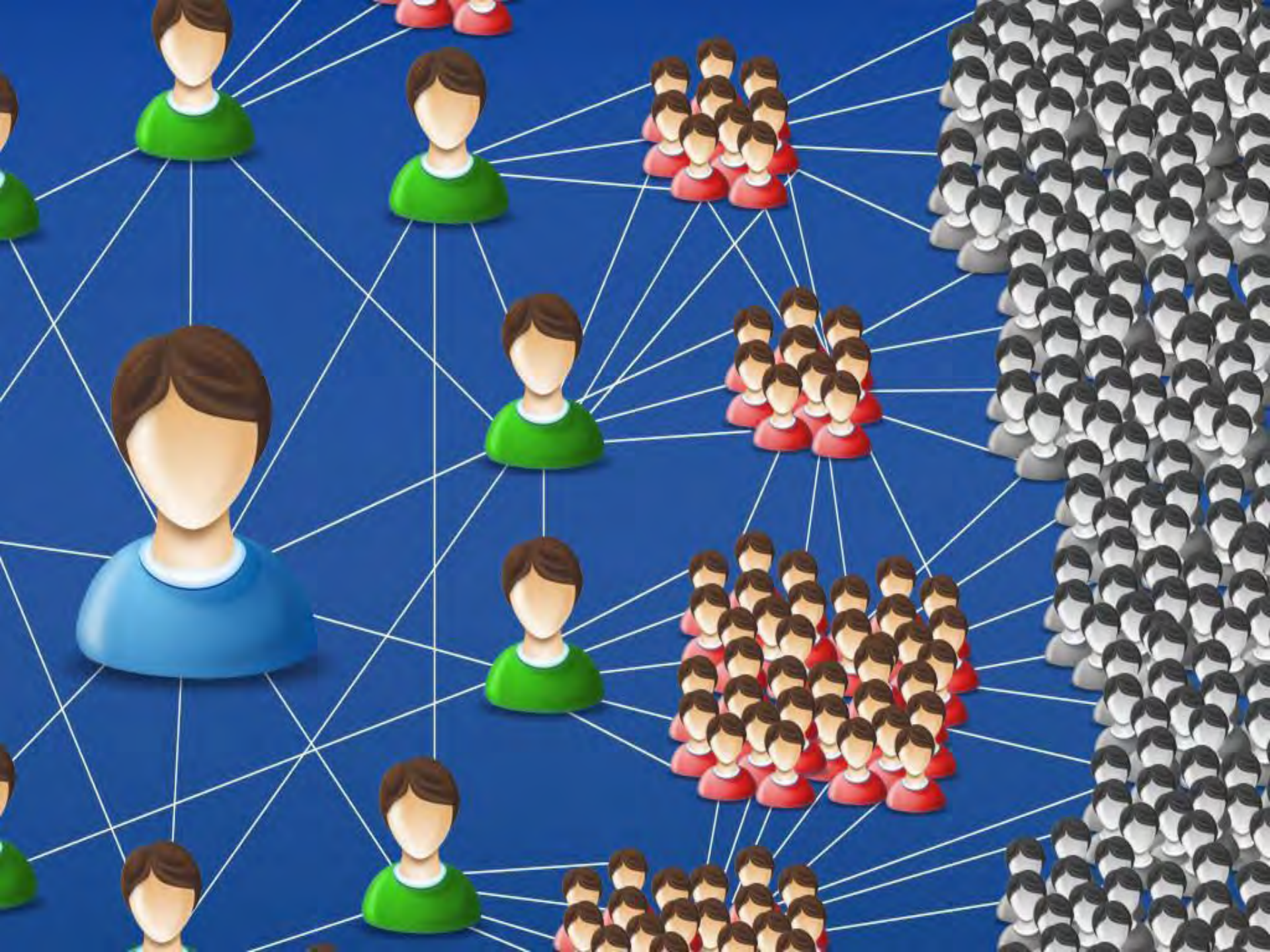
---

# What is Social Media



“All things being equal, people will do business with their friends. All things not being equal, people will still do business with their friends.”

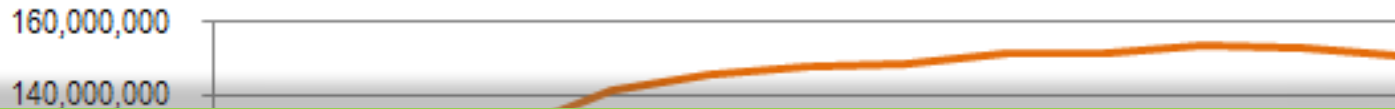
Jeffrey Gitomer



# Social Media Usage



## The Rise of Social Media



More than **200 million** active users currently access Facebook through their mobile devices.\*



Graph source: comScore, March 2011

\* Statistics, Facebook.com

# How to Use Social Media

## Create content consumers want to connect with:

- Store and automotive expertise
- Car reviews
- New product information & new arrivals
- Events
- Incentives and service
- Maintenance tips
- Job opportunities



**Parkway Chevrolet**  
We have another Volt in stock and ready for delivery. Come drop by Parkway Chevrolet today to see this amazing piece of technology!

..but that's not all. We ALSO have for auction a 4 day rental of a Parkway Chevrolet Volt at the Parkway Family Gala Event tonight! Do you have your tickets?

[http://www.parkwaychevrolet.com/images/stories/parkwaymazdak\\_iagala2011v22.pdf](http://www.parkwaychevrolet.com/images/stories/parkwaymazdak_iagala2011v22.pdf)



**Parkway Chevrolet Volt**  
By: Parkway Chevrolet  
Photos: 4

Friday at 10:19am · Share

5 people like this.

# Dick Hannah HONDA

*It's fast,  
fun and free!*

## Become a Dick Hannah Honda Fan on Facebook!

As a Facebook Fan, you'll gain exclusive access to:

- ★ Honda Updates, Recalls & Incentives
- ★ Special Event Invitations
- ★ The Dick Hannah Honda Deal of the Week
- ★ Special Fan-Only Contests & Giveaways
- ★ Service Tips and Videos
- ★ Automotive News and Fun Stuff!

### Past contests only available to Honda Facebook Fans include:

- New 2010 Honda Civic Giveaway!
- Elton John and Billy Joel suite-level concert tickets!
- Trail Blazers tickets and parking passes!
- \$199 Full Car Detail for just \$29.95!
- Netflix 1-year subscription—Free!



### CUSTOMERS FOR LIFE REWARDS PROGRAM

Since its inception, our loyal customers have redeemed over \$395,590 in Rewards Points and received over 17,166 tires!\*



The last tires you'll buy for your car!\*



*Join Today!*

<http://facebook.com/dickhannahonda>

**facebook**

\* Restrictions apply. See a Dick Hannah representative for more details.

# Boost Engagement on Facebook



- **Time is an important factor in determining the success of a Facebook post.**
  - Brands that posted outside of business hours had 20% higher engagement rates.
  - The auto industry sees the most engagement on Sundays, but less than 8% of posts go out on that day.



# Corporate Citizenry



**Olathe Ford Lincoln Mercury** The Kansas City Ford Dealers have been a major sponsor of Susan G. Komen Race for the Cure for many years. Each year, the individual dealerships sign up teams to walk in the event which this year had about 26,000 people.

Last year, Olathe Ford Lincoln Mercury had about 450 walkers, but all of the departments of the deal...

[See More](#)



## Olathe Ford Race for the Cure Team

6 new photos

August 8 at 3:22pm · [Share](#)

4 people like this.



**Paula VanDalsem Hoffman** Thanks for all you do for Race for the Cure!!! See you Sunday!!!

August 5 at 12:00pm



**Olathe Ford Lincoln Mercury** Thank you, Paula. It is inspiring to see so many people walking and the many pink "survivor" hats and shirts.

August 5 at 12:50pm



**Ashley Butler** Using these in the newsletter! ;)

August 6 at 11:13am

# Twitter



- **Create an account for your store**

- **140 character limit**

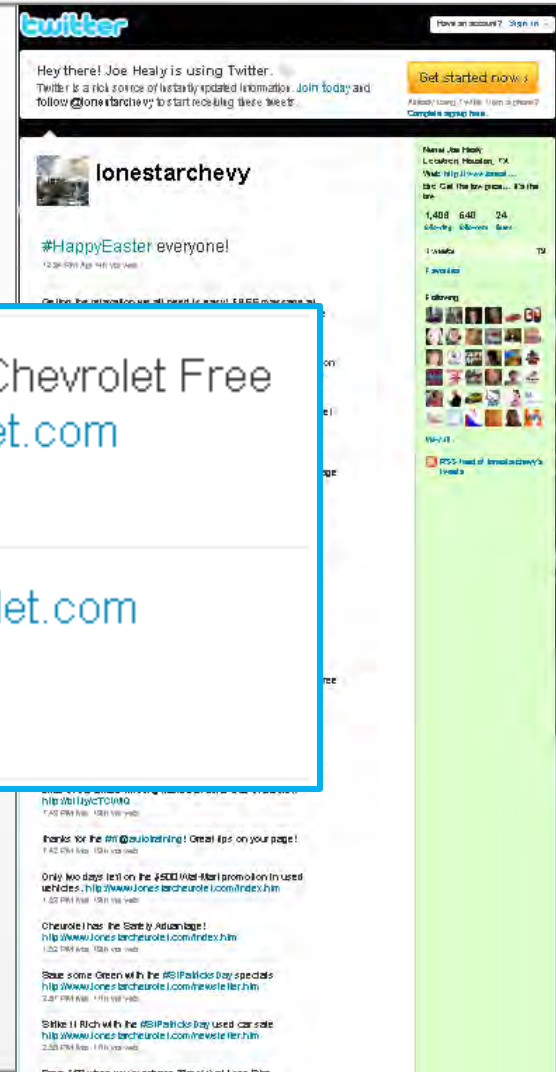
Girl friend get away starts this Monday at Lone Star Chevrolet Free Massage with Malibu Test Drive [www.lonestarchevrolet.com](http://www.lonestarchevrolet.com)  
10:33 AM Mar 20th via web

---

Check us out on You Tube <http://www.lonestarchevrolet.com/youtube.htm>  
10:33 AM Mar 20th via web

## community news, events

- **Re-tweet, respond to posts to drive conversation**



# Work Smarter: Social Media Tools



- **HootSuite**

- Integrate networks into one dashboard
- Cross-post
- Schedule Posts



- **Stay on top of social media trends, new tools**

- Mashable.com
- Socialmedia.biz





# Dealer Reviews

**Google**

**Jeff Wyler Eastgate AutoMall**  
[Place page](#)

1117 State Route 32, PO Box 345  
Batavia (Cincinnati), OH 45103  
(513) 752-3447  
[Get directions - Is this accurate?](#)

Open Weekdays 9am-5pm

★★★★☆ 30 reviews - [Write a review](#)  
"These Guys Are Really Really Great.They were really helpful and informative."

©2010 Google Map data ©2010 Google



**Five Star Ford North Richland Hills**  
6618 NE Loop 820  
North Richland Hills, TX 76180  
(817) 498-8838

★★★★★ [Write the first Sales Review](#)  
★★★☆☆ [1 Service Review](#)



# The Conversation Has Gone Online



73%

of car shoppers  
consult online  
reviews when  
selecting a dealer.

91%

of new-car  
shoppers read  
service reviews.



# 4 Steps to 5 Star Reviews

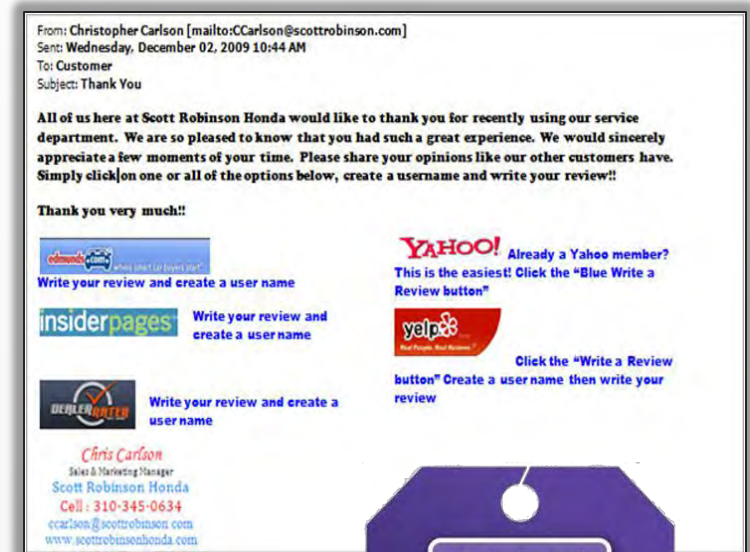


# Create a Customer Review Plan



## Amplify positive reviews

- Build review request into process
- Engage service customers
  - Mirror hangers
  - Email requests
  - Stickers/stamps on receipts



# Promote Positive Feedback



- Use testimonials on website
- Pull content from reviews for traditional marketing
- Add reviews to SEM copy
- Share favorable reviews via Facebook
- Link to review sites in email communications with prospects

The screenshot displays the Suzuki of Wichita website. At the top, there is a navigation bar with links for HOME, VIEW INVENTORY, VALUE YOUR CAR, NO HASSLE FINANCING, and CONTACT. A prominent phone number, 888-559-4277, is shown, along with local contact information for Wichita, KS. A 'Suzuki Gossip' section features a photo of a man and a woman, with text about customer notes and love letters. Below this, a testimonial titled 'Carlos rides home to Texas happy!' is displayed, including a photo of a man with a car and a video player. The video player shows a woman in a pink shirt sitting in front of a Suzuki dealership. To the right of the testimonial, there is a 'Search Reviews' section and a list of customer names. At the bottom, a 'Categories' section lists various car models and a 'No sharks on the showroom' section with a video player.

# Promote Service Excellence



## Service Department



Cindy McKinny  
Service Advisor



Rhonda Green  
Service Advisor



Teresa Harbaugh  
Express Service Advisor

rachellemw  
10/7/2010 7:25:38 PM

Customer Service:      5.0  
Quality of Work:      5.0  
Friendliness:      5.0  
Overall Experience:      5.0  
Price:      5.0

**Overall Rating: 5**

**Reason for Visit:** Service

**I recommend this dealer:** Yes

**Employee(s) Dealt With:** Cindy McKinny

**My Review of Younger Motorcars Toyota Scion:**

Always a great experience. Very friendly and helpful and honest. It is very convenient for me to drop off my car at night and pick up the next evening and they are open late and this helps me not have to leave work early to pick up my car. Cindy is very professional and friendly.

Was this review helpful to you? **Yes** | **No**

**Review Options**  
[Write a Review](#)  
[Report This Review](#)  
[Respond to this Review](#)  
[Send to a Friend](#)  
[Print this Review](#)

# Questions & Answers

---

Thank You & Good Luck



**Confidence Comes Standard.®**