

Personalized Funnels

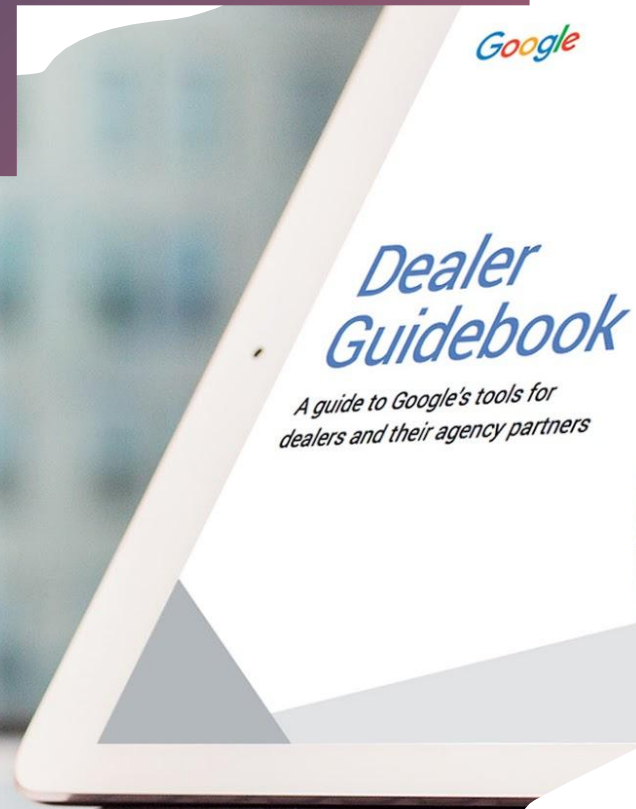
Digital Marketing Strategy Causing a Shift in How We Use
Data & Technology



AGENDA

- 1** **KEY INDUSTRY STATS**
Key digital auto trends and industry insights.
- 2** **IMMEDIATE DIGITAL PLAN**
You need results!!! What can be done now?
- 3** **LONG-TERM DIGITAL STRATEGY**
Trotman Auto Group will be the dealership that leads with technology.

KEY STATS



Fueled by innovations in technology and media, therefore the **auto industry** is experiencing another period of disruption.

SALES ARE DOWN

Vehicle sales are showing signs of slowing down.

LOWER TURNOVER

People are holding onto their cars for longer, on average of 6.5 years today, compared to 4.3 years a decade ago.

ONLINE INTERACTIONS

Today's consumers interact more with your brand online than they do in person.

95% of vehicle buyers use digital as a source of info.

2x as many start their research online.

60% of all automotive searches come from a mobile device & some of the top mobile searches are related to dealerships.

Nearly 25% of all automotive searches are related to parts, service, and maintenance

More than 40% of shoppers who watched a video about cars or trucks visited a dealer as a result

MICRO-MOMENTS ARE WHERE THINGS HAPPEN

All of the **info that shoppers are gathering online** isn't just **helping shape their decisions**, it's **driving them into your dealership**. When you're **looking to reach new customers** or **retain existing customers**, you need to **reach them** where they're spending time: **ONLINE**.



1/3 of in-market shoppers collect all needed info in 2 weeks or less.



KEY SHOPPING MOMENTS

Source: Google Think Auto, 2018.

✓ Which car is best?

In these moments, shoppers are **unsure of what brand they want to purchase**.

As a dealer, these moments may not be your first area of focus, but they're critical when you need to **generate demand for your dealership**.

✓ Is this car right for me?

Shoppers ask the more practical questions such as '**does this fit my lifestyle?**'

Manufacturer sites play a critical role in these moments as shoppers browse different equipment options and vehicle configurations. **Dealer sites**, however, can also **influence shoppers through educational content**.

✓ Can I afford it?

Shoppers are nearly ready to buy. They **search "car dealerships near me" or "Ford Fusion test drives."**

As a dealer, your ads should appear on these types of searches and the messaging in your ads should relate to a shopper's search.

✓ Where should I buy it?

Even when shoppers have made a decision, they still **want real-time confirmation that they're getting the best value**. In these moments, they may **search "Ford Fusion deal" or "Kia Optima special."**

Highlight your deals and promotions in your ads.

PERSONALIZE MESSAGES TO IN-MARKET CUSTOMERS

Customize your search ads.

Think like a shopper to make sure the messaging in your ads matches a shopper's search. For example, search "2018 Toyota Camry price" and check whether the messaging in the ads that you see are relevant to your search.

Retain existing customers.

Many customers research on multiple devices for weeks before they set foot in a dealership. Remain top of mind with targeting strategies like remarketing and Customer Match to use your customer data to reach known customers online.

Acquire new customers.

Grow your customer base with similar audiences. It allows you to reach new people who share characteristics with people on your existing remarketing lists.



““

**I NEED AN IMMEDIATE
AGGRESSIVE ACTION
PLAN TO GET RESULTS
AND DOING IT IN A WAY
DIFFERENT FROM THE
REST OF HERD.**

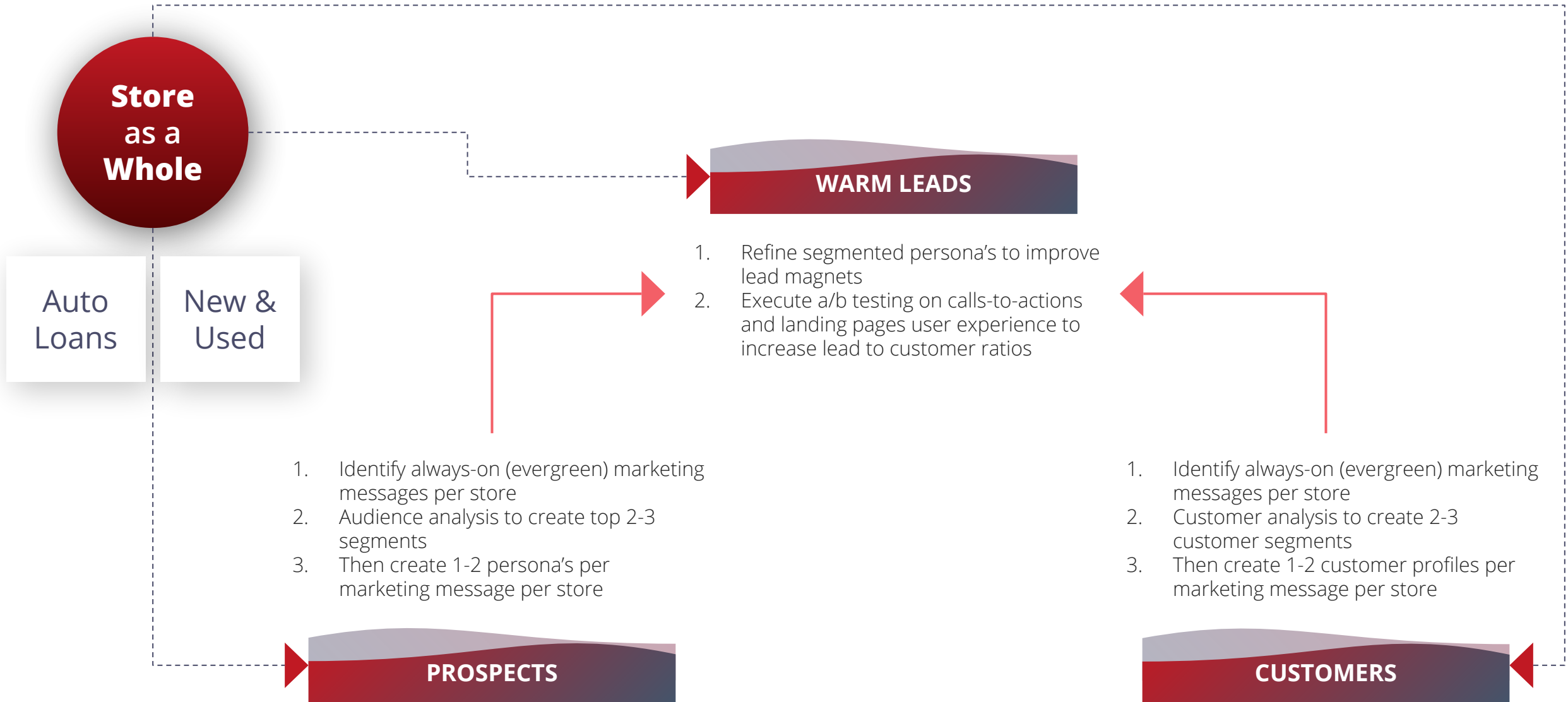
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01

SEGMENTED FUNNELS

OVERVIEW



MECHANICS

How will this be accomplished? And when will it take place?

START DATE: September 12th
Total Time: 40 days

Data Collection from APIs

1. Facebook
2. Google Ads
3. Web
4. Inventory Pages Server (if possible)

Audience Analysis & Segment Views

1. Build single views of customers and leads for each store
2. Analysis data to identify 1-2 segments
3. Create persona's for identified segments

Landing Page & Asset Development

1. Design lead page wireframes & mockups
2. Create copy
3. Create lead magnet cta & lead funnel
4. Develop landing pages

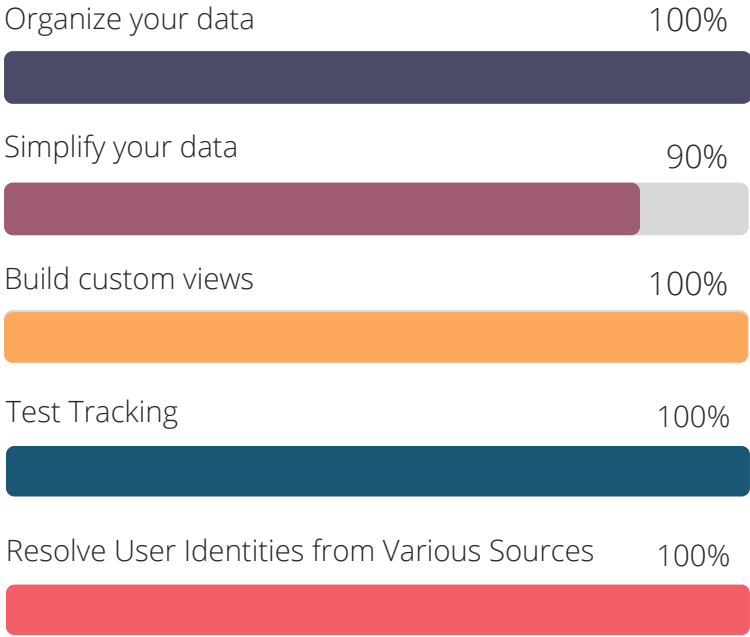
EST. COSTING & TIMELINE

STARTER/STORE	ADVANCED (ALL)
<p>\$Copy TBD /page @ \$0.50 - \$0.75 per word</p>	<p>\$4,500 /per month for a TOTAL of 100K monthly tracked users - Group Cost</p>
<p>Audience Analysis - Web, Social, & Customer Analysis</p>	<p>Audience Analysis - Web, Social, & Customer Analysis</p>
<p>Persona Profiling - Prospects</p>	<p>Persona Profiling - Prospects & Customers</p>
<p>Lead Magnet - Analysis & Optimization</p>	<p>Lead Magnet - Analysis & Optimization</p>
<p>CRO - Copy*, Page Design, & Page Development</p>	<p>CRO - Copy*, Page Design, & Page Development</p>
<p><i>*Copy development by a freelance digital writer Process: Brief → Contractor → TAG Digital Team → Approval from Store</i></p>	<p><i>*Copy Process: TAG Digital Team → Store → Approval</i></p>

TOTAL: 2.5 - 3.0 Months

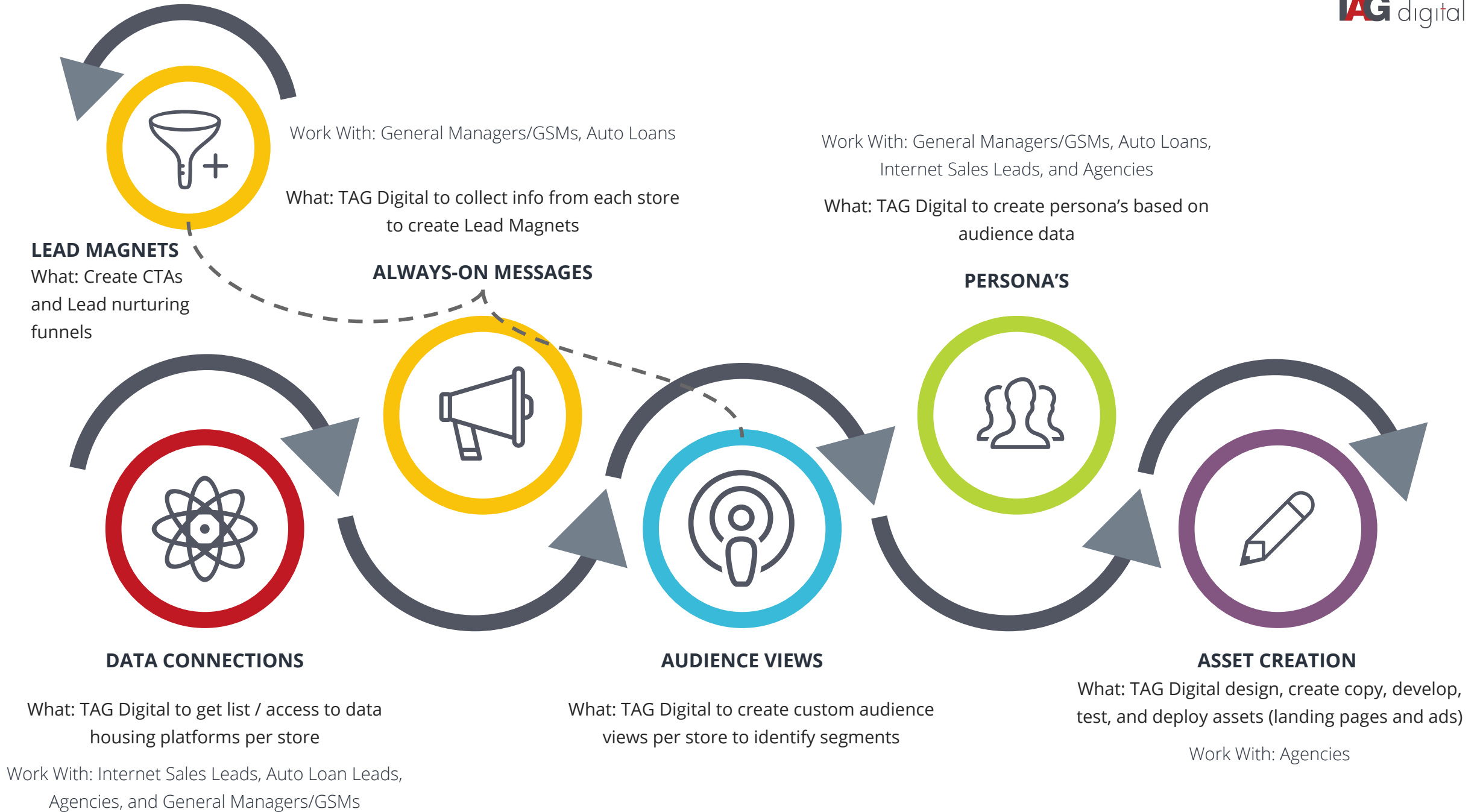
TOTAL: 1.5 Months

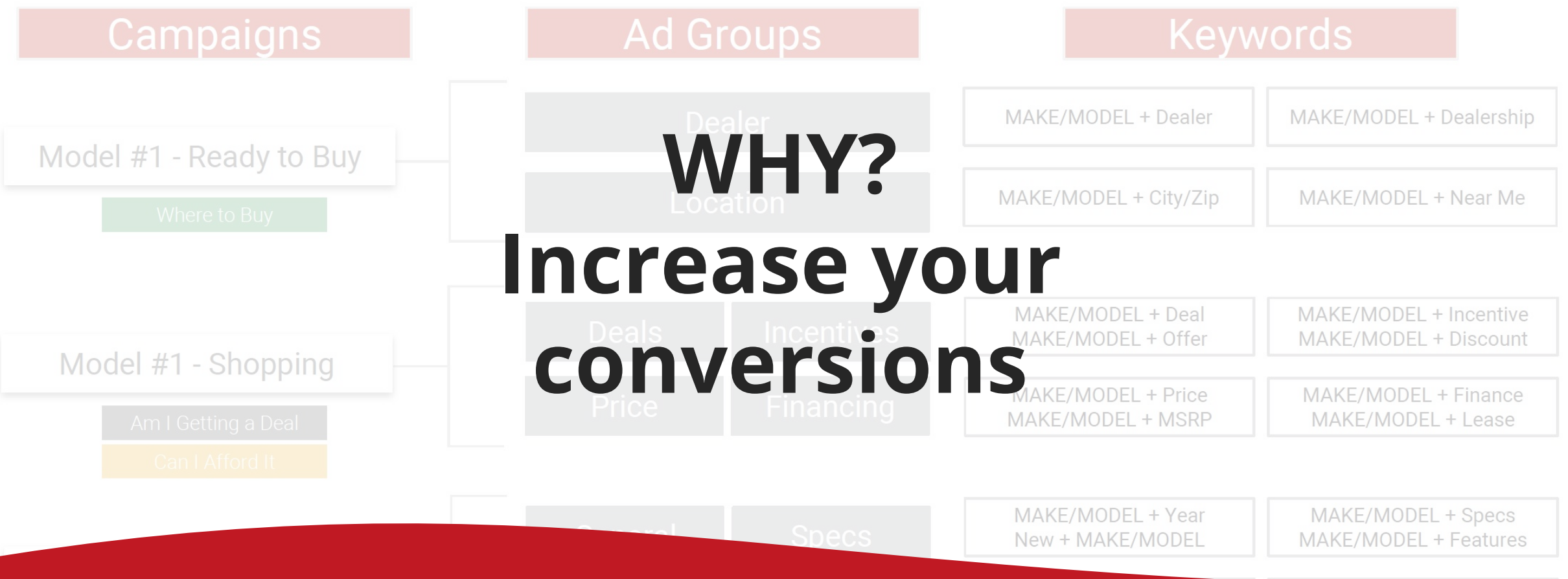
YOUR BENEFITS



Your lead and customer data will also reside in DealerSocket in order to execute emails.

In order to make this happen, monthly promotions will be simplified to: Promotions landing page, FB cover, FB post, IG post, videos (Jim & Drago)





WHY?
Increase your conversions

02

OPTIMIZE SEARCH

OPTIMIZE PAID SEARCH ACCOUNT STRUCTURE



Your brand will be defended across all moments and buying intentions

Intention: Awareness



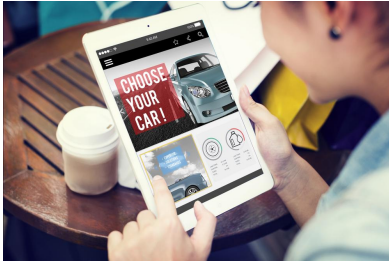
01 Which car is best?

Intention: Consideration



02 Is it right for me?

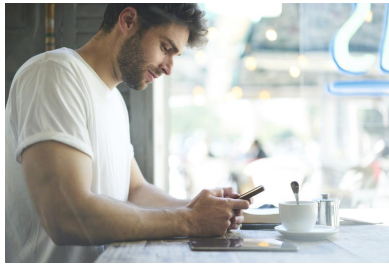
Intention: Ready to Buy



03 Can I afford it?



04 Where should I buy?



05 Am I getting a deal?



Your search campaigns will capitalize on buying intention against models

Intention: Awareness



01

Which car is best?

Ad Group: General

Keywords: Make / Model + Year

Keywords: New + Make / Model

Ad Group: Specs

Keywords: Make / Model + Specs

Keywords: Make / Model + Features

Intention: Consideration



02

Is it right for me?

Ad Group: Reviews

Keywords: Make / Model + Reviews

Keywords: Make / Model + Ratings

Ad Group: Segment

Keywords: Make / Model + Lifestyle

Keywords: Make / Model + Interests

Intention: Ready to Buy



03

Can I afford it?

Ad Group: Pricing

Keywords: Make / Model + Price

Keywords: Make / Model + MSRP

Ad Group: Financing

Keywords: Make / Model + Finance

Keywords: Make / Model + Lease

Keywords: Make / Model + Auto Loans



04

Where should I buy?

Ad Group: Dealer Name

Keywords: Make + Store Name

Keywords: Make + Dealer Name

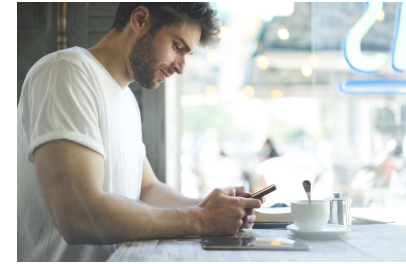
Ad Group: Dealer Location

Keywords: Make + Store Location

Keywords: Make + Store City

Ad Group: Dealer Geo

Keywords: Make / Model + Postal Code



05

Am I getting a deal?

Ad Group: Deal

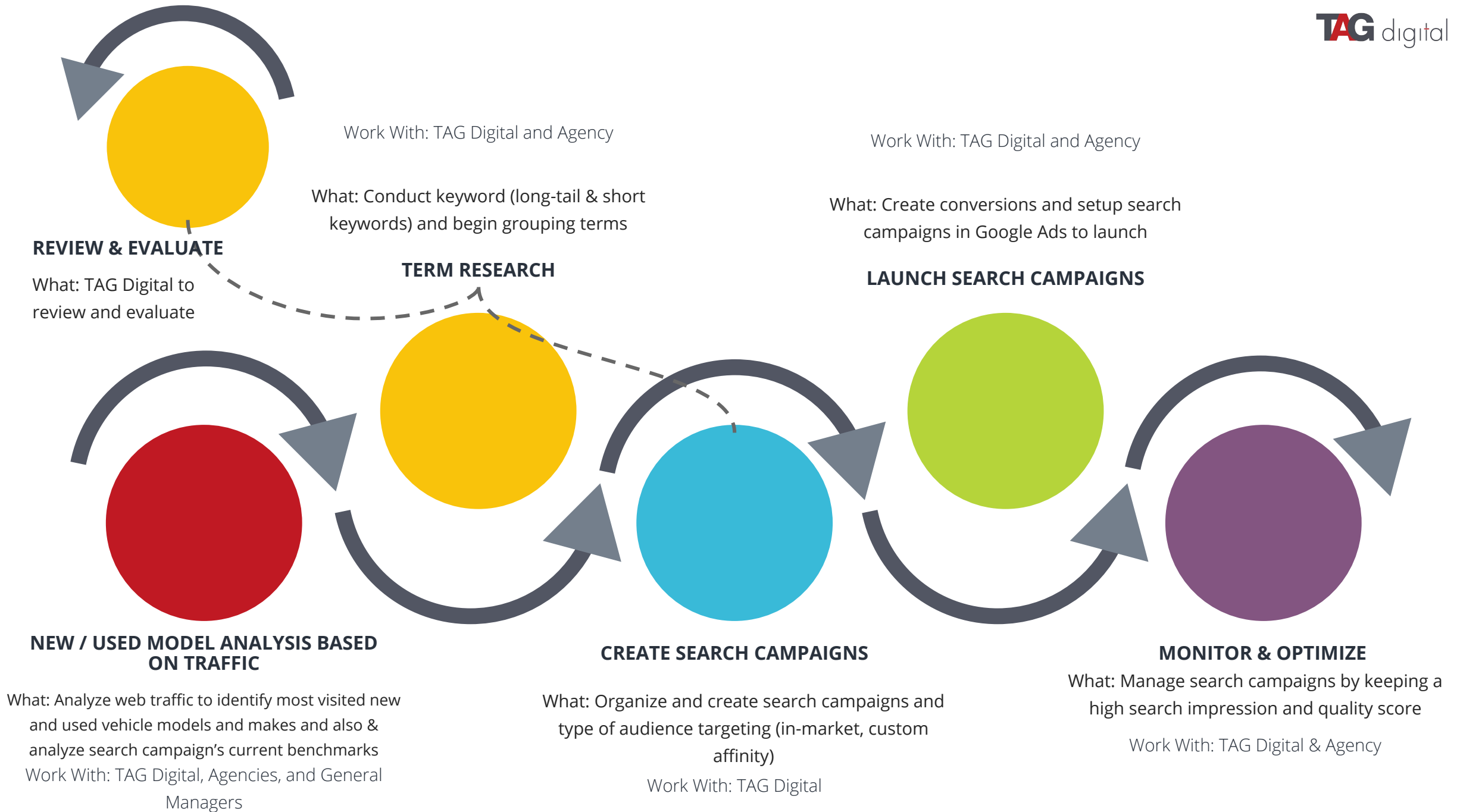
Keywords: Make / Model + Deal

Keywords: Make / Model + Offer

Ad Group: Incentives

Keywords: Make / Model + Incentive

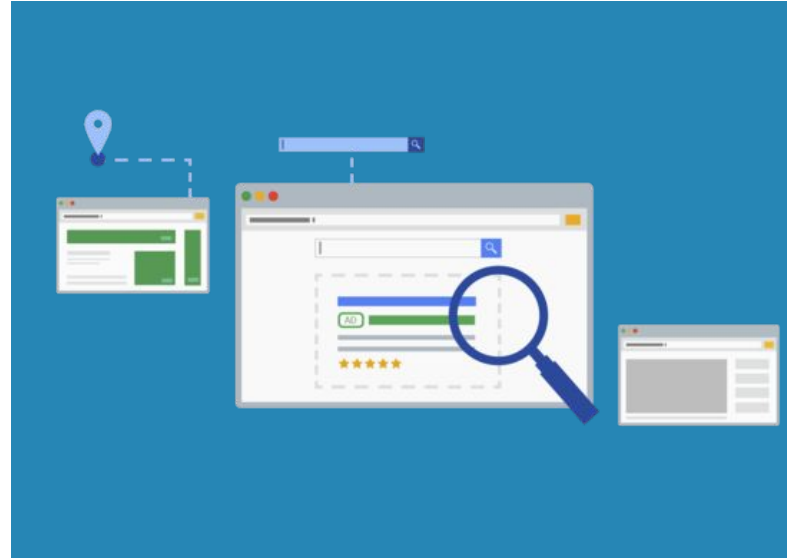
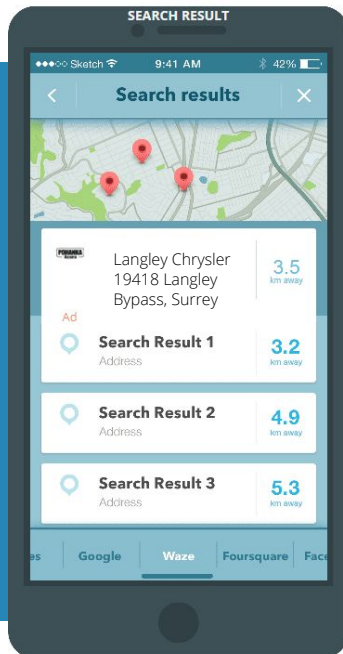
Keywords: Make / Model + Discount



LOCAL SEARCH

Optimize Google My Business Listings

Let's maximize our Google My Business listings by highlighting key info such as: best-selling products, promo products, bulk listings, and manage reviews



WAZE Starter Package to Boost Visibility

Let's use **branded pins** and **promoted search** to target high-income individuals ages 25-54 years

Make / Model

TAG Customs

Auto Loans


TAG Service

TAG Auto Body

Voice search is becoming a popular way for people to engage with the internet, with users increasingly turning to Google Home, Alexa, Siri, Cortana, etc. to verbally ask questions instead of typing out a search query in a browser.

SO LET'S STRUCTURE OUR WEBSITE'S PROPERLY TO RANK FOR NOT ONLY TEXT SEARCHES BUT ALSO VOICE SEARCHES.

DATA STRUCTURED MARKUPS

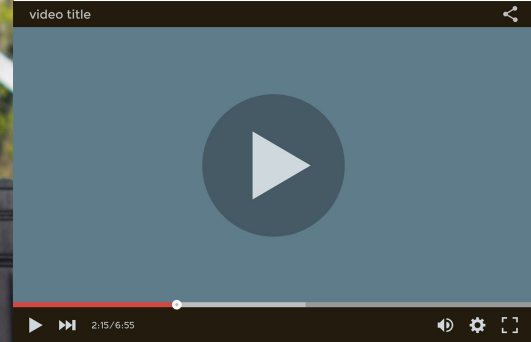
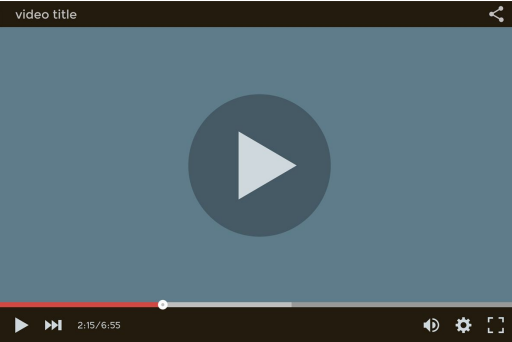


We can rank better for all kinds of content types (e.g. blog posts, reviews, addresses, product info etc.)

Our new websites will have the right plugin to create structured data markups

Our search results will stand-out

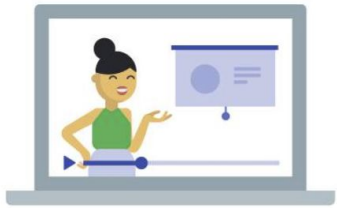
We can add and test additional information added



03

HOW TO VIDEOS

HOW TO VIDEOS



Recent research revealed **how-to videos** earn the **most attention** of any content category on YouTube, even more than music clips or gaming.

Source: Think With Google. Google/Ipsos, U.S., Video Mobile Diary, (n of 18,219 total video occasions), 2017.

PLAYLIST: [YEAR] VEHICLE WALK THROUGHS

video title

[MODEL] Walk-Through

2:15 / 6:55

video title

[MODEL] Feature Walk-Through

2:15 / 6:55

PLAYLIST: HOW TO

video title

Change a Your [MODEL] Flat Tire

2:15 / 6:55

video title

Navigate Your [MODEL] Dashboard

2:15 / 6:55

PLAYLIST: CUSTOMIZE YOUR RIDE

video title

Best Colour for Your [MODEL]

2:15 / 6:55

video title

Wheel Options for Your [MODEL]

2:15 / 6:55



WHAT'S
NEXT?

Budget Breakdown

Organize budgets and get
approvals

Organize Action Plan

Create an outline of details
for each step involved

Create RACI Chart

Create a chart that specifies
involved stakeholders and
their responsibilities

2019 DIGITAL STRATEGY



Fueled by innovations in technology and media, the **auto industry** is experiencing another period of disruption.

Let's understand the online items that makes up our business

Data Science

User Experience

**DIGITAL
MARKETING
IS**

Data Analysis

Automation

BUSINESS SECTIONS

Business Services

Identifying business areas that make up Trotman Auto Group.

Websites

Dealer
Stores

Auto
Loans

TAG
Customs

Body
Shop

Service
Shop

[Live Chat]
Managed
Chat Canada

[Lead &
CRM]
DealerSocket

BUSINESS SECTIONS

Business Software

Identifying business areas that make up Trotman Auto Group.

[Reviews
Management
Platform]
Podium

[eDealer's Inventory Analytics]
PowerUp

[Call Tracking &
Analytics]
CallRail

BUSINESS SECTIONS

Digital Marketing

Identifying business areas that make up Trotman Auto Group.

Websites

Digital
Videos

Social
Media
(FB, IG, YT)

Paid Ads
Google Search, Google Display,
Facebook Ads

Customer
Reviews

Electronic / 3rd
Party
Leads

Email
Blasts

Digital
Calls

Search Engine
Optimization
(Local SEO - GMB)



PERSONALIZED FUNNELS 2.0

- Age focused persona's
- Location focused persona's
- Automated chatbot conversations
- Automated push-notifications
- Content bucket focused social media content

We will elaborate our funnels to create omni-channel personalization

Our web pages will deliver personal and optimal experiences based on a visitor's unique characteristics by building real-time comprehensive visitor profiles from multiple data sources, and turn that data into action



MICRO MOMENTS 2.0

- Buying intent
- Device

We will elaborate our micro-moment funnels to provide answers to such moments via any channel:

- Social media
- Video
- Social ads
- Display ads
- Automated email marketing interactions
- Automated browser notifications



EMPOWER OUR ONLINE PRESENCE & MAKE IT INTERACTIVE

- TagAuto.site
 - AutoLoans.TagAuto.site
 - Customs.TagAuto.site
 - BodyShop.TagAuto.site
 - Service.TagAuto.site
- TagAuto.site/abbotsford-chrysler
- TagAuto.site/abbotsford-hyundai
- TagAuto.site/alpine-toyota
- TagAuto.site/comoxvalley-dodge
- TagAuto.site/comoxvalley-toyota
- TagAuto.site/langley-chrysler
- TagAuto.site/langley-fiat
- TagAuto.site/mainland-ford
- TagAuto.site/whiterock-vw
- TagAuto.site/make

Let's allow our visitors to interact with our web content.

- Lifestyle tests to get matched with vehicle models
- Conversational poll-like questions
- Allow our websites to “talk” to visitors as the visitor interacts with a VDP



INSTORE TOUCHPOINTS

- Vehicle Finder Tool
- Augmented Gaming Reality

Let's collect data in real-time to close more sales

- Provide a unique experience to service customers
- Match vehicles to people's lifestyles
- Create memorable experiences
- Follow-up with people who interacted with in-store tools

Thank you