



# Internet Advertising Best Practices

## *How to market and sell more cars online*

### **I. Introduction**

- A. Time to get back into the car business
- B. What you will learn today
  1. Today's consumers – "If they can't see your cars they won't click on your cars."
  2. A holistic approach to online advertising: Newspapers, T.V., Radio and Website
  3. In-Store processes: e-mail to phone to showroom
  4. How this medium can improve Fixed Operations as well
  5. Sell more cars, make more gross

### **II. Today's Shopper**

- A. They are all internet shoppers
- B. This is the new market, not just a segment
- C. People still buy on emotion – you have to persuade them to buy from you

### **III. How do we draw consumers to us?**

- A. Your market has grown so has your competition
- B. Advertising budget allocation
- C. Less expensive to advertise online
- D. Collect e-mail addresses
- E. People still buy from people

### **IV. Web Site Best Practices**

- A. Webtrends report
- B. Move shoppers from your virtual showroom to your real showroom



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- C. Use your virtual showroom address on all advertising
- D. Use specials and featured vehicles as part of your website

## V. DISC = “Does it sell cars?”

- A. Website review
- B. Call to action
- C. Exceed expectations
- D. Get control

## VI. Multiple photos & comments

- A. What you tell them is what you sell them
- B. Ad copy skills (breakout: write ad for 1998 Honda Accord)
- C. Two R’s
  1. Realization
  2. Reliability

## VII. E-Mail/Phone Skills

- A. Tell them to call you
- B. Use an autoresponder (47% of e-mails are not responded to)
- C. e-Newsletters
- D. Who’s answering the phone?



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