



Short-Term Auto Marketing Strategies for Long-Term Wins

March 26, 2020

Thank you for joining today.



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About Netsertive Automotive



Google YouTube Bing facebook Instagram

We help auto dealers reach high-intent car shoppers online.

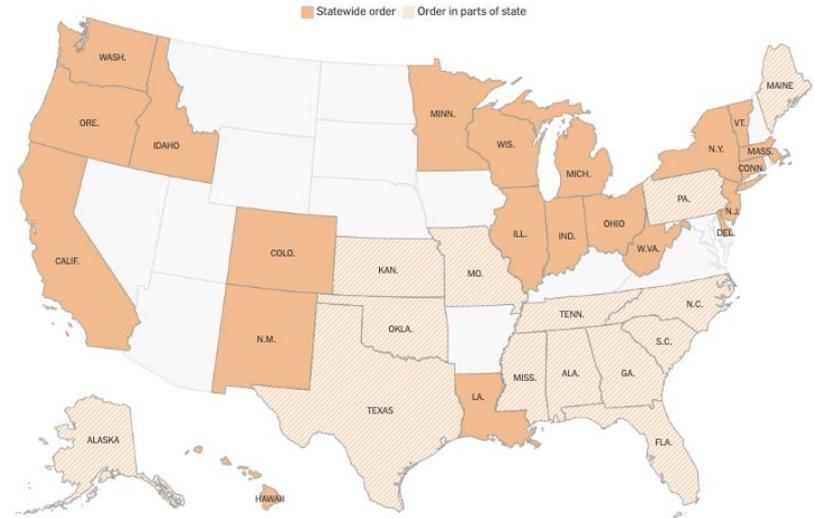
- **Founded in 2009**
- **\$1 Billion in Media Spend**
- **HQ in Raleigh, NC & Seattle, WA**
- **Multi-Channel Advertising Experts**
- **In-Program and Brand-Compliant**

From On-Site to Online

How COVID-19 affects your buying landscape.

Industry Updates

- Stay-at-Home orders are being issued across the country, and that number climbs by the hour.
- While the motor vehicle manufacturing, automotive supply manufacturing, auto maintenance and repair facilities, as well as truck maintenance and repair are listed as essential services, automotive sales and leasing are currently not.
- Auto manufacturers are bracing for impact, offering steep discounts while dealers are adjusting to “touchless” sales processes.



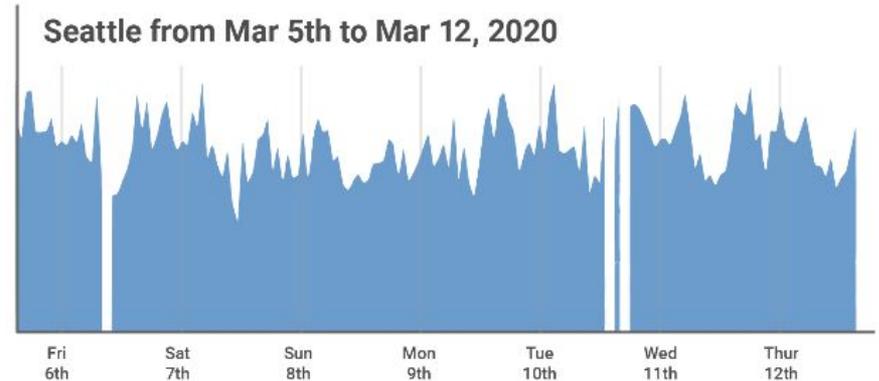
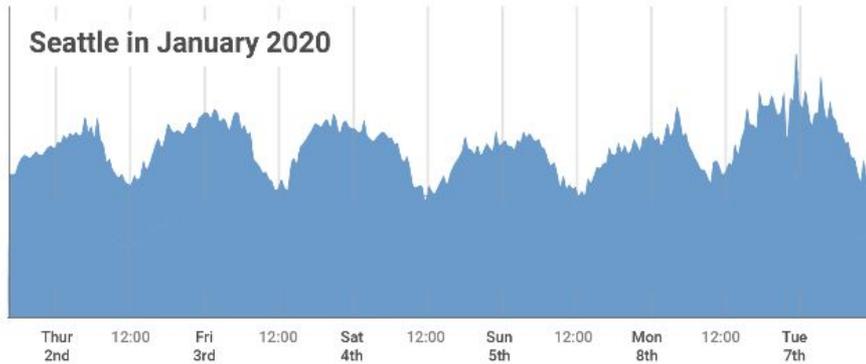
Online, All the Time

How [new] consumer behaviors benefit you.

Consumer Updates

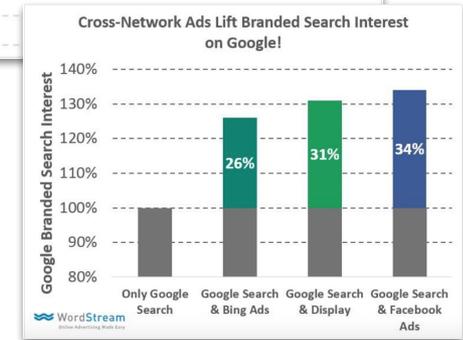
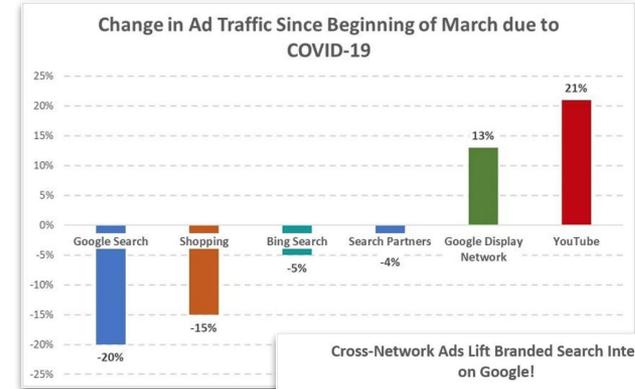
- People are using the Internet more and for longer stretches of time. Take Seattle, for example—the original epicenter of COVID-19 in the US.

Seattle's Internet use **was up 40%** last week compared to January.



Consumer Updates

- People are using more channels to search and find content.
 - Traffic from the Google Display Network grew 13% since the beginning of the month. And YouTube views are soaring—up 21%.
- While Search is down, overall, we've seen a spike in hyper-targeted, such as finance-related, keywords.
 - Our platform recorded 2x the amount of financing searches this month than we had all of last month.
 - Ads with financing in the ad copy have a 30% higher CTR than ads that don't speak to financing at all.

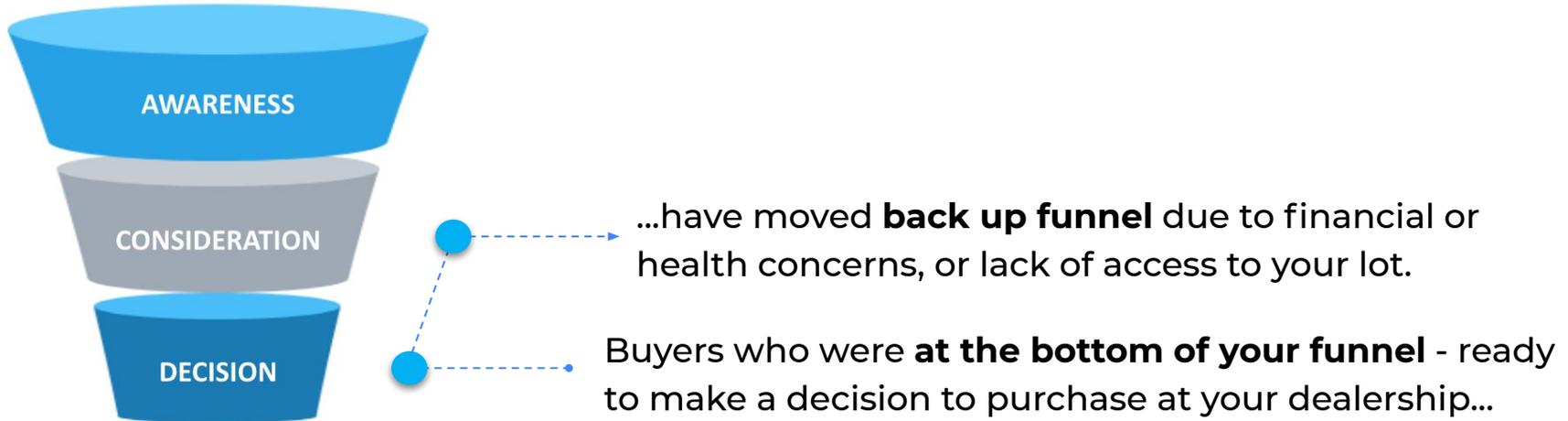


What does this mean for me?

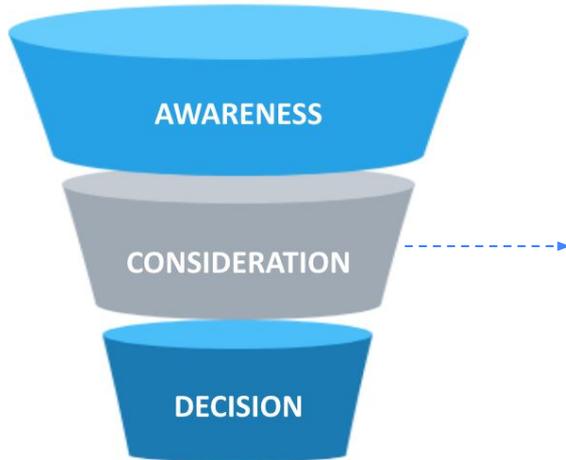
You are uniquely positioned to fine-tune your digital campaigns, find lower-funnel shoppers, and stretch your “digital dollar”.

I Can Sell Cars

Retargeting is your best asset - *Why?*



I Can Sell Cars



**Retarget interested buyers on all platforms,
based on all website traffic.**

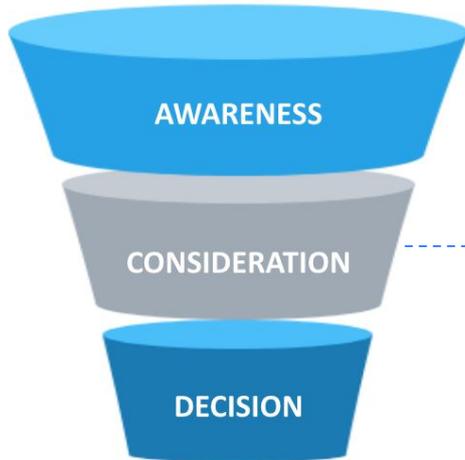
Google YouTube Bing facebook Instagram

- Messaging should include that you are open, any specials you are running, and relevant COVID-19 protocols you are following.
- Retargeting typically drives more cost-effective leads (Phone Calls and Form Submissions) without needing additional search intent.

I Can Sell Cars

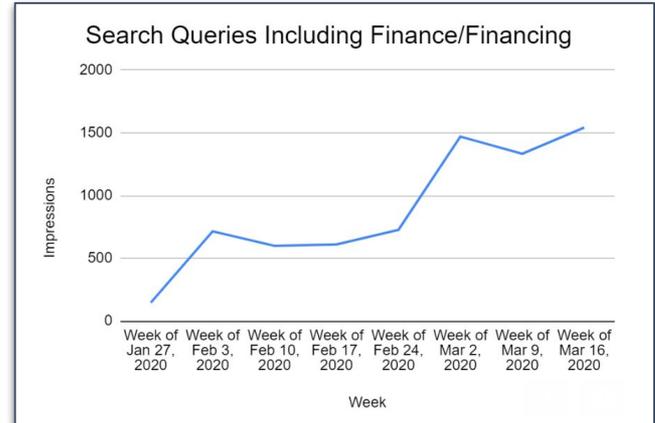
Use Financing Related Keywords and Ad Copy.

- Financing keywords + Financing Ad Copy included result in 30% higher CTR.
- We have seen nearly a 2x rise in searches for finance and financing terms this month compared to last month.

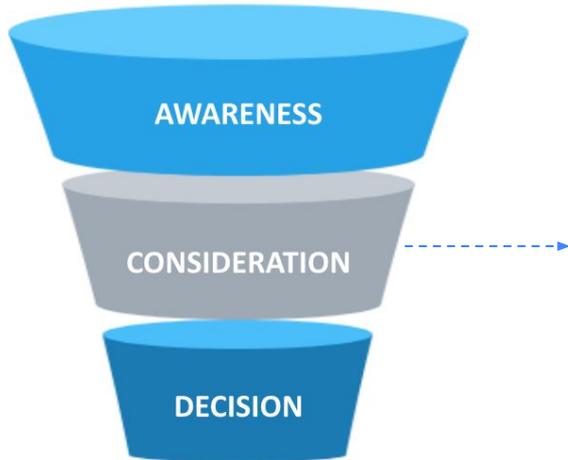


Examples:

- “(brand) finance”
- “(brand) financing”
- “(brand) financing deals”
- “(brand) financing promotions”
- “(model) financing”
- “(model) finance deals”



I Can Sell Cars



Offer/Deals Keywords and Ad Copy.

- We've seen a substantial increase in search terms related to deals, offers, and incentives.
- By the 3rd week of March, we saw a 60% increase in offer and Incentive based search queries compared to prior weeks.

Examples:

- Deal/Offer
 - "(Brand) deals"
 - "Jeep wrangler deals"
 - "(Brand) offers"
 - "Jeep Wrangler offers"
 - "Jeep Wrangler promotions"
- Incentives/Discounts
 - "(Brand) incentives"
 - "Jeep Wrangler incentives"
 - "Jeep Wrangler discounts"

I Can Sell Cars



Emphasize Negative Keyword Usage to cut out any traffic that is not in the market for cars.

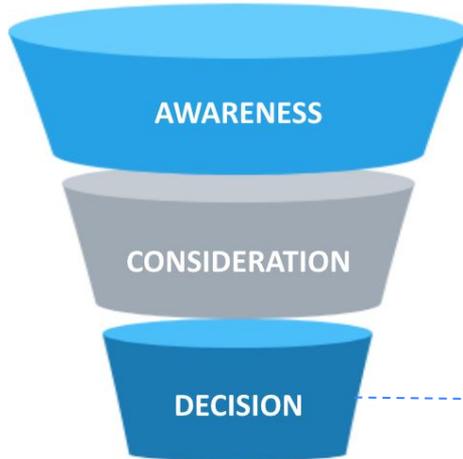
- Ensure you are maximizing efficiencies with no wasted ad spend.

Examples:

- “private owner”
 - This comes up a lot for customers looking for used cars
- General Troubleshooting
 - "honda civic won't start"
 - "just bought wrangler and back door won't open"
- General Keywords
 - “Jobs”, “who makes (insert brand)”, “latest (brand) news”, “corporate office”
 - Any apparel terms (i.e. Wrangler Jeans triggering Jeep Wrangler)
- **Be cautious of using -"COVID" or -"Coronavirus" negatives**

I Can Service Cars

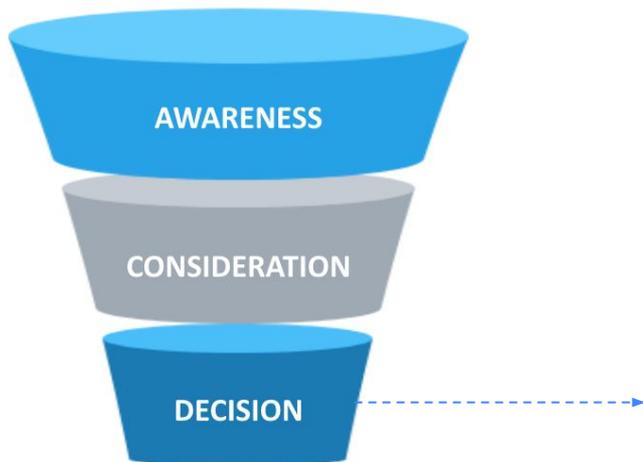
Find your *in-market* consumers.



Anyone on the fence about where to get service done will likely pick the **cheapest option, nearest location** or service departments with **pick-up/drop-off services**.

This can create *return* customers especially if you are willing to give deals during a time of financial instability.

I Can Service Cars



Focus on relevant search terms for active buyers.

Examples:

- “Tires”
- “Oil changes”
- “Batteries”

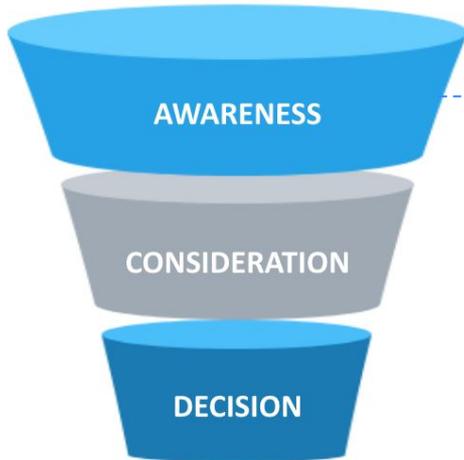
Create demand on Facebook/Display - let people know of any offers you have running.

Examples:

- “Buy 3 tires get one free”
- “Cheap oil change”
- “Service packages”

I Cannot Service or Sell Cars

Stay top of mind

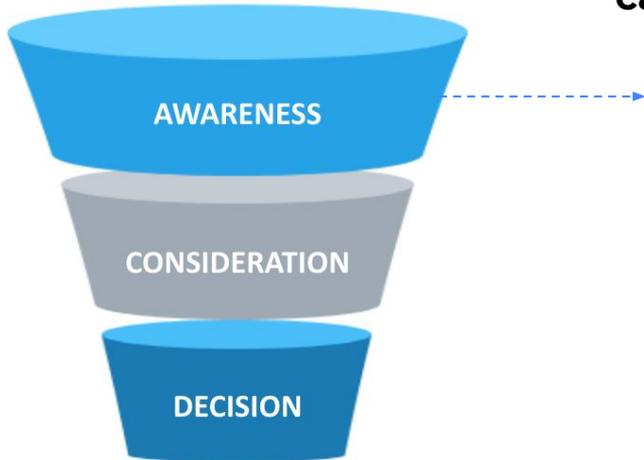


When shoppers are able to safely access the automotive market, you want them at your dealership. **Now is the time to build your pipeline.**

We know that active shoppers are online, researching options. By creating a clean line of digital communication, they will be more likely to buy from you when the dust settles.

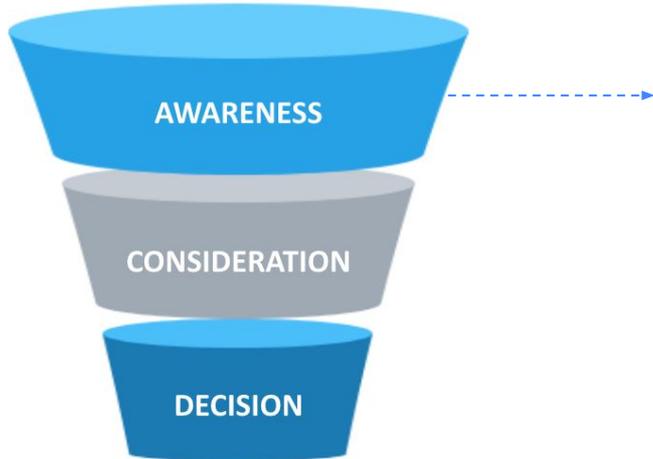
I Cannot Service or Sell Cars

Shift budget to awareness and branding campaigns.



- Customers may not be able to buy cars now, but they will be buying them in the near future and when they do, you want to be the first dealership on their mind.
- Examples:
 - Google Display Network
 - Best Options: Retargeting, & IN-MKT Audiences.
 - Additional Branding Options: Affinity Audiences.
 - YouTube
 - Large increases in YouTube activity show this is where consumers are spending their time.
 - Facebook
 - Great driver of website leads as well as overall site traffic.

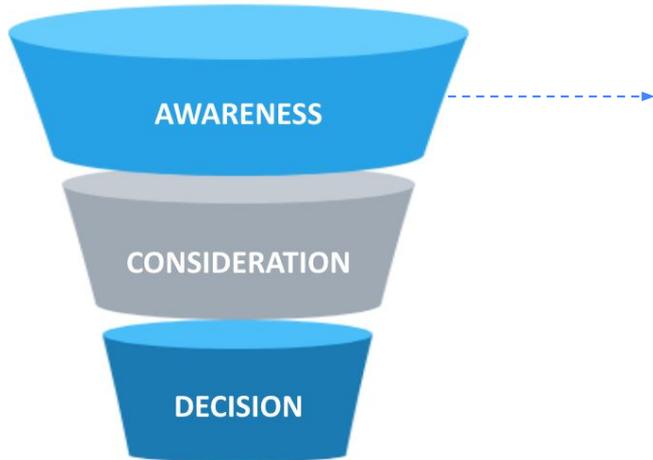
I Cannot Service or Sell Cars



Retargeting, Awareness, own your backyard for Company Name.

- Owning company keywords is still important so that others in the market are not taking advantage of lower spend.
- Radius can be smaller, and much less allocated, but if anyone is searching your company name then they are very high-intent and getting an ad in front of them with offers and incentives is better than an organic ad.

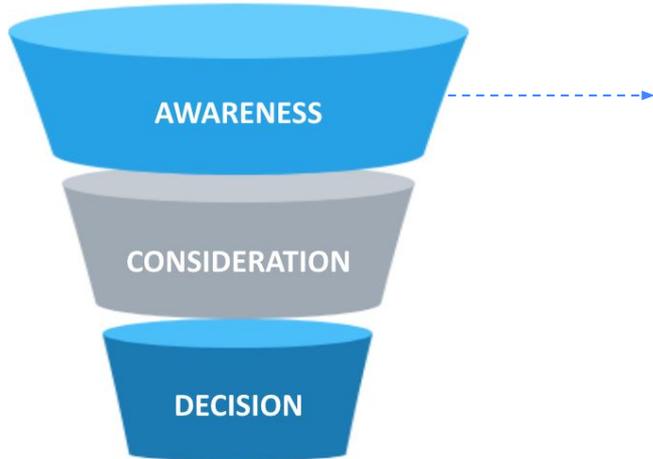
I Cannot Service or Sell Cars



Drive as many people to your website as possible.

- This will build and maintain the customer funnel for those who were in the consideration phase while cars could not be sold.
- Google has shown that if a customer has seen your ad, in search or display, they are more likely to click your organic listing. This will help when you are not running any SEM campaigns.

I Cannot Service or Sell Cars



- **Audit your website for usability**

- Check site speed through [Google's Mobile Speed Test](#). This will make sure when customers start coming back your site will be fully optimized.
- Ensure your website is optimized for mobile.
- Have clear Calls to Action (CTA).
- Update your operating hours.
- Include any COVID-19 related protocols you follow.

Thank you!

Learn more at
[Netsertive.com/Automotive](https://netsertive.com/Automotive)