

# Stop the Digital Merry-Go-Round and Go Sell



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# **Learning Objectives**

Upon the completion of this workshop, you will:

- Recognize how the traditional buying funnel has changed
- Understand the technologies and processes that drive website traffic
- Utilize technology and communication strategies to increase engagements
- Implement the steps required to stop the merry-go-round, drive showroom visits, and close the sale

# **Test Your Knowledge**

- How many make / model combinations exist in the marketplace today?
- How many models exist in the Sedan segment alone?
- How many model launches are planned for 2017?

# The New Buying Funnel

A 360-Degree Shopping Experience



# The New Buying Funnel – Stats You Can't Ignore<sup>\*</sup>

- 48% did not purchase the car they originally had in mind
  - Over 50% not Lead Loyal Make
  - 70% **not** Lead Loyal Model
  - 40% **not** Lead Loyal New
  - 17% not Lead Loyal Used

• Autobytel contracts with IHS Automotive, a leading provider of market insights and measurement solutions driven by Polk Data, to statistically measure the performance of leads submitted through the Autobytel Network.

### **The Consumer Journey**

- 24 average touchpoints, 19 of which are digital. Examples:
  - Searched on Google
  - Visited an OEM website
  - Visited a dealer website
  - Requested a quote online
  - Used mobile on lot

### **Consumer Path to Purchase**



Source: Google/Millward Brown Automotive Path To Purchase September 2015

### **Fantasy Versus Reality**

- Tiffany dreams of a Ferrari
- Tiffany has the budget for a pre-owned BMW X5

### Where the Journey Leads<sup>\*</sup>

- More time online
  - 16.8 hours in 2015, up from 15.5 hours in 2014 and 13.8 hours in 2013
- Less dealership visits
  - 1 2 dealership visits today, down from 5 in 2005
- 77% of consumers are undecided at their start of their journey

# **Consumers Quicker to Purchase**

- 89% of purchasers in-market for 3 months or less
  - Compared to 83% in 2014
- 69% of purchasers in-market for 2 month or less.
  - Compared to 58% in 2014

\*Source: Google/Millward Brown Automotive Path To Purchase September 2015

# The Merry-Go-Round Effect



- Goal #1: Visit your website / Get traffic.
  - Best practice tactics
  - Technologies / Emerging, such as Vertical Advertising
- Goal #2: Visit your dealership / Stop the merry-go-round.
  - Best practice tactics
  - Technologies / Emerging, such as Virtual Showrooms and Compliant Texting

# **Consumer Loyalty**



### defect to new\*

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# A Slice of Reality Pie

- Want Can't
- Can Won't
- Can Will

# Challenge Your Process!!!

• Don't take the vehicle of interest too literally!





Vehicle of interest



# Tips of the Trade

- Get consumers to your site.
- Provide the info and tools to get them off the merry-go-round and into your store.
- End every email with a question?
- Answer three questions: "Who, How, and What?"
- Put fork in road on first call, offer used at Day 30.
- Always have a reason to call! Talk about vehicles on trade.
- Know how to answer objections "I was just looking."