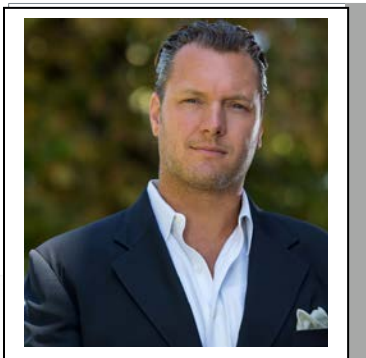# Stop the Digital Merry-Go-Round and Go Sell

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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[*]

- 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[*]

- 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
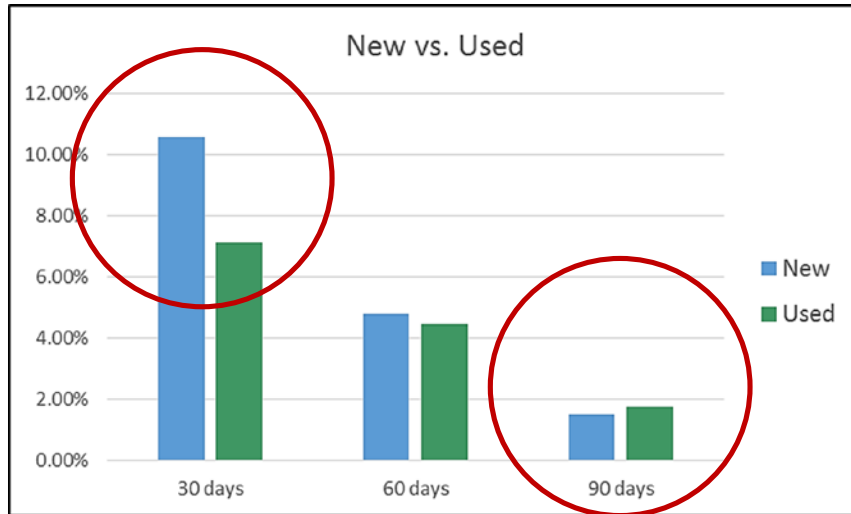
- 43% of new car purchasers

  defect to used[*]
- 17% of used car

  defect to new[*] purchasers

*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.

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!

| Why buy brand? | Why buy from me? | Vehicle of interest | Alternative vehicle(s) | All used options |
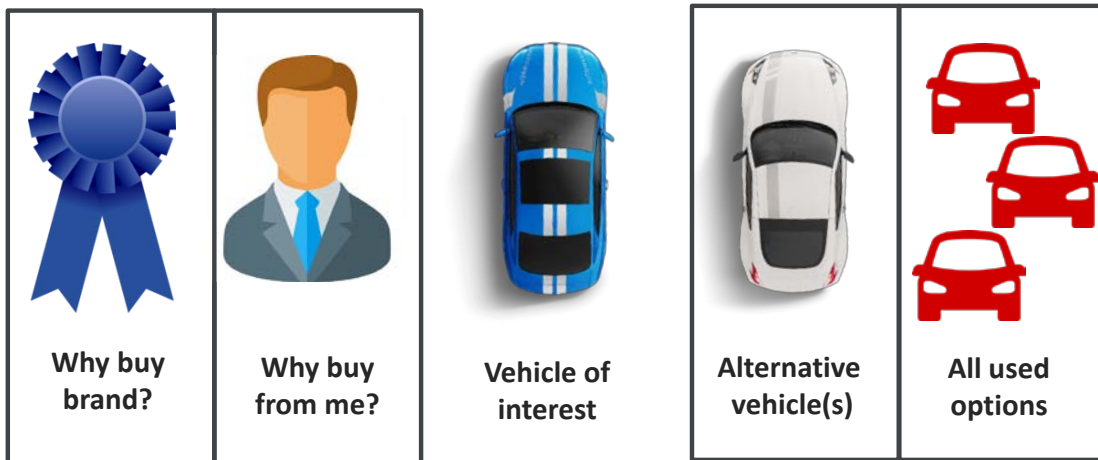
Tips of the Trade

- 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."