


# Decoding Digital

## From Tech Talk to Real Talk

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# Key Takeaways

1

Translate digital retailing terms into clear, customer-friendly language that your team can use confidently

2

Explain digital tools and processes in clear, relatable terms that build trust and transparency

3

Develop realistic goals for digital marketing

# You Don’t Have to Be Fluent

## It’s About Accountability

- Asking the right questions
- Analyzing multiple data points



# Digital Speak → Dealership Speak

## Key Terms

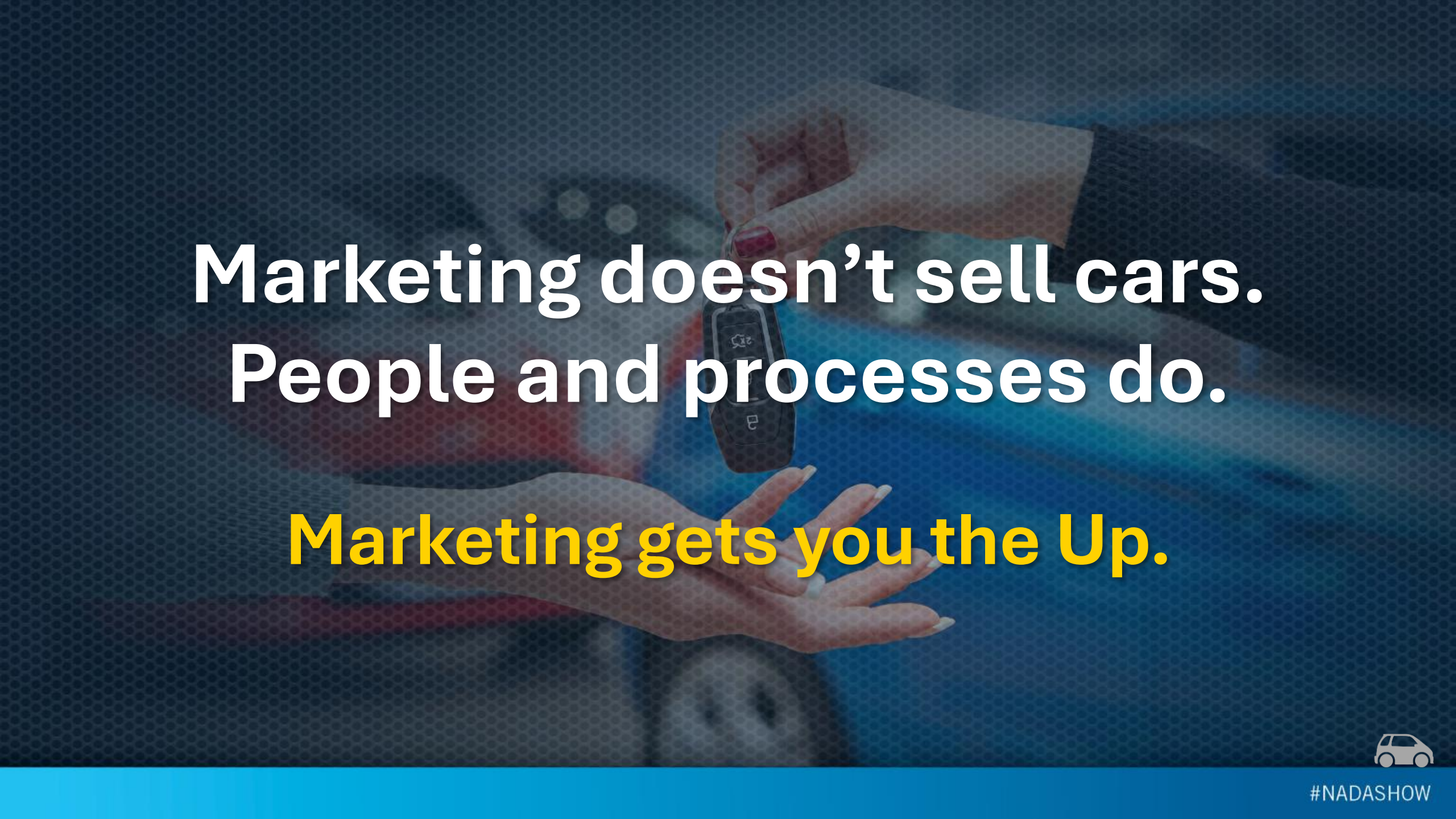
| | | |
|---|---|---|
| **Session** | → | **Up** |
| **Device** | → | **How they reached out to you** (desktop, mobile, tablet) |
| **Channel** | → | **Road they used to get there** (how you got their attention) |

# Driving Traffic & Awareness

## Strategies

- Determine budget
- Track performance
- Diversify:
  - Traditional
    - Billboards/radio ads/mailers, etc.
  - Digital
    - SEO and SEM




Marketing doesn’t sell cars.
People and processes do.
Marketing gets you the Up.

# Reasonable Goals

## Desired Outcome

What can digital marketing do?

**The Shopping Funnel**



# Digital Possibilities

- Gets them to your website
- Meets the customer where they are
  - Multiple touch points
- Drives:
  - Awareness (impressions)
  - Interest (clicks)
  - Engagement (key events)



# QUESTIONS?

# LAS VEGAS

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