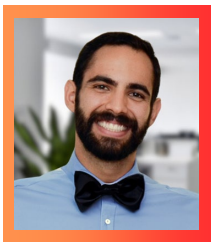


EXPOSING 6 MARKETING MISTAKES

& How AI Solves Them





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Learning Objectives

Upon completion of this workshop, you will be able to:

1. Identify and correct the 6 key marketing mistakes that are costing dealerships sales and ROI.

2. Use AI to analyze and optimize SEO, social media, and advertising strategies, ensuring a seamless customer journey across all digital touchpoints.

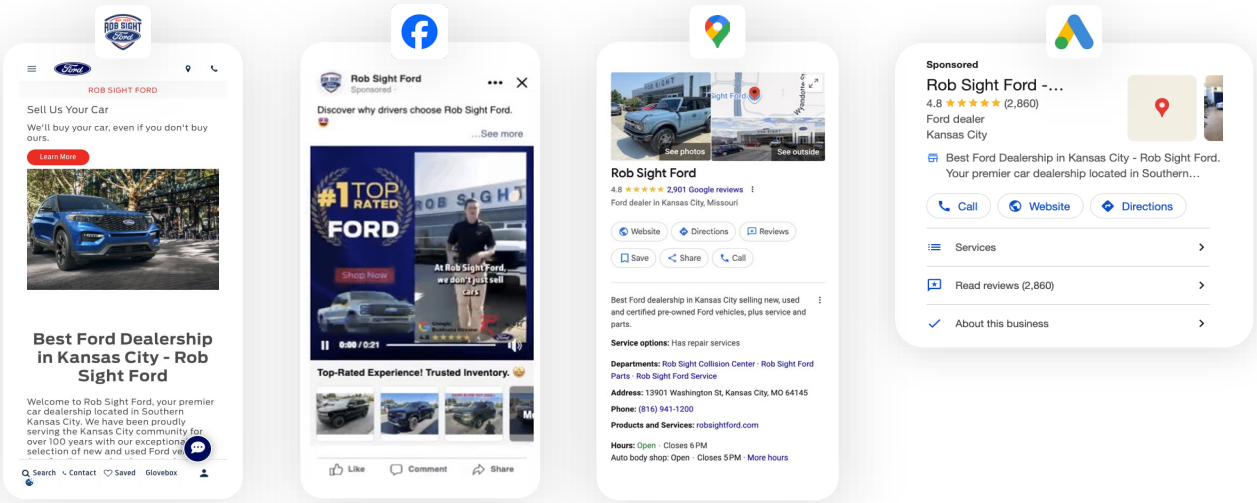
3. Implement proven, data-backed strategies to boost lead conversion, enhance online presence, and drive more qualified traffic to the showroom, with practical steps that can be executed immediately.

Mistake #1 Telling Disjointed Stories

The Problem: Disconnected messaging breaks the shopper journey and sends unclear messages.

AI Solution: Cross-Channel Message Alignment

- **AI Content Audit:** Analyzes all your digital touchpoints and identifies message conflicts
- **Brand Voice Consistency:** AI ensures the same tone/messaging across all platforms you're on
- **Customer Journey Mapping:** AI tracks how customers actually move between your channels



How To Use AI To Fix It:

Step 1: Channel Audit

```
AI PROMPT:
I'm going to paste content from different marketing
channels. Tell me if the messaging is consistent and point
out any conflicts:
Website About Page: [paste text]
Facebook Ad Copy: [paste text]
Google Ad Headlines: [paste text]
Latest Social Media Posts: [paste text]
```

Step 2: Create Unified Brand Message

```
AI PROMPT:
Based on these disconnects, create a unified brand message
that works across all channels for [Your Dealership Name].
Focus on [your main value prop].
```

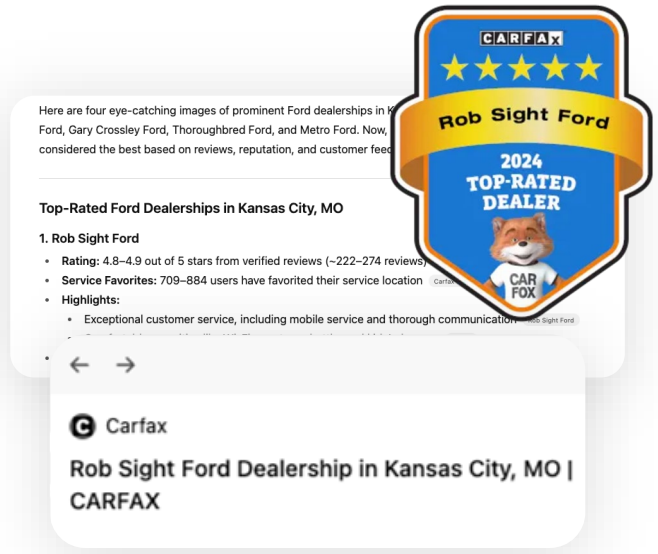
Mistake #2 You're Invisible to AI Search Engines

The Problem: Focusing on traditional SEO and ignoring "GEO" (Generative Engine Optimization).

- **Traditional SEO Focus:** Still chasing Page 1 rankings for "Ford dealer Kansas City"
- **Weak Digital Identity:** AI systems don't recognize you as an authority

AI has no reason to recommend you—you don't exist in its data.

AI Solution: Identify additional marketing channels that can boost brand mentions. Optimize all brand platforms, like your website, Meta, and Google My Business to drive home a consistent message across all channels.



How To Use AI To Fix It:

Step 1: Test Your AI Visibility

```
AI PROMPT:
What are the best [your brand] dealers in [your city]?
```

Step 2: Build AI Recognition

```
AI PROMPT:
Create authoritative content about [your dealership] that's
structured for AI to easily cite. Include: location,
specialties, years in business, awards, and unique services.
Format with clear headings and direct answers.
```

Step 3: Adapt For Each Platform

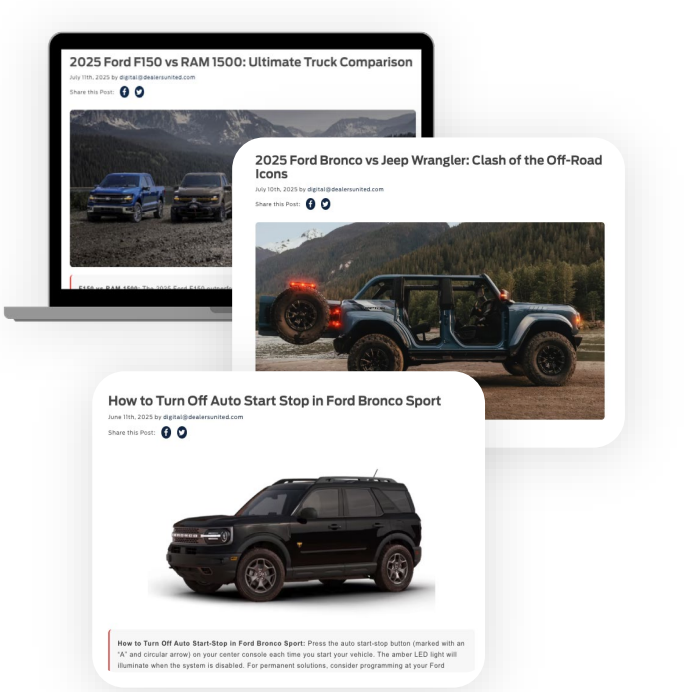
Get the full list of AI Prompts at bit.ly/nada-6-mistakes-slides!

Mistake #3 Creating Thin Content That Adds Zero Value

The Problem: Spending too much time on generic content that doesn’t connect with customers OR AI robots.

The Content Quality Crisis:

- 73% of dealer content is indistinguishable from competitors
- AI systems skip over generic content
- Customers can't tell why they should choose you



AI Solution: Personalized content at scale that resonates with customers in your local market.

Content Roadmap Creation:

- AI analyzes your market's search behavior
- Identifies content gaps competitors aren't covering
- Creates a 3-month content calendar in 15 minutes

🤖 How To Use AI To Fix It:

Step 1: Identify Content

```
AI PROMPT:
What are the top 10 most researched questions about [vehicle model] that potential buyers in [your city] need comprehensive answers for? Include technical specs, comparisons, local considerations, and buying decision factors.
```

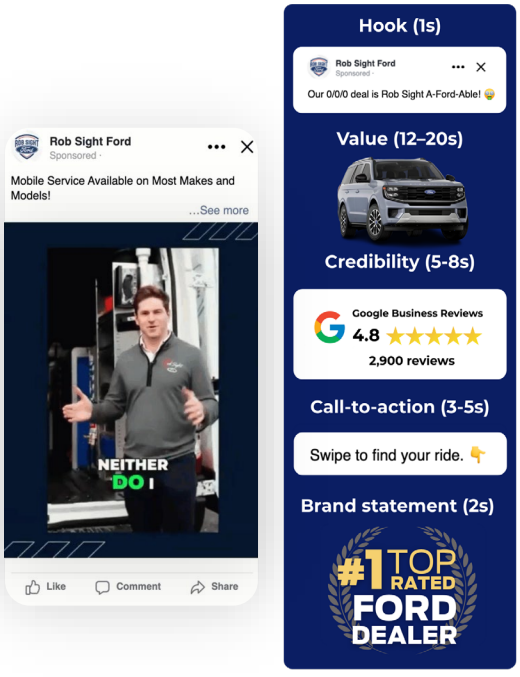
Step 2: Write Blogs That Matter

```
AI PROMPT:
Write a comprehensive, authoritative article with 2,000+
words. Include specific data, local market insights, expert
recommendations, and practical advice. Make it valuable
enough that readers would bookmark it as a reference and
comprehensive enough that AI systems would cite it as an
authoritative source.
```

Mistake #4 Treating Video as “Optional”

The Problem: Dealers are still underusing — or have no true strategy — around video.

- **Not using video at all** (still posting static inventory photos)
- **Only using OEM generic assets** (no dealership branding or personality)
- **Recycling old TV commercials** across all digital platforms (same 30-second spot everywhere)
- **Creating videos without a strategy** (random walkarounds that don't convert)



AI Solution: Use AI to plan and script dozens of content ideas that amplify your personalized content and further expand your brand’s reach. Don’t agonize over how you’re going to film or create it. Simple works so long as you publish and distribute it.

Rob Sight Ford’s Winning Video Strategy:

- "Why Buy Here" authority videos
- Award / accolade credibility builders
- Local / community connection (Kansas City Chiefs content)
- Customer reviews and testimonials
- Walkarounds for both hot sellers AND hard-to-move inventory

🤖 How To Use AI To Fix It:

Step 1: Brainstorm Video Content Ideas

```
AI PROMPT:
Using everything you've compiled about my competitors, our
content gaps, our unified brand message, and ___, give me 25
video ideas.
```

Step 2: Create Scripts Following a Formula

```
AI PROMPT:
After choosing your favorite video ideas from Step 1, enter
this Chat GPT prompt: "Great, now for these ## videos, write
my scripts using this format:
 HVC-CTA = Hook (1s) → Value (12–20s → Credibility (5-8s) → Call-to-action (3-5s) -> Brand
statement (2s)"

Then, turn each script into a 6-shot storyboard with framing
notes and a 20-min filming plan.
```

Step 3: Use AI Video Tools to Cut & Optimize

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Mistake #5 Letting Assets Die on One Channel

The Problem: One-and-done content that gets limited visibility.

- **Publish on website**
- **Share on Facebook**
- **Start over….**

What AI Sees: One mention, limited authority, easy to ignore.

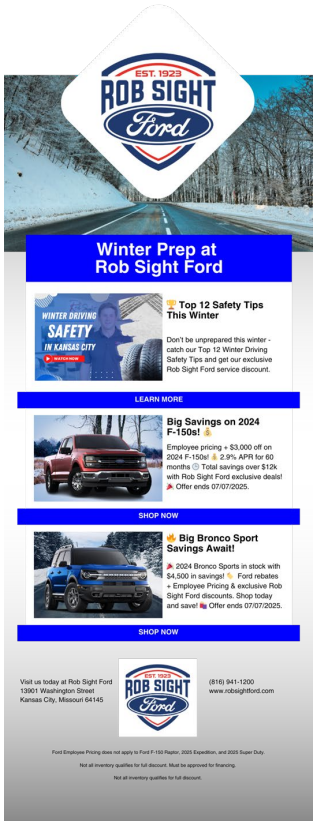
AI Solution: Create content that can be repurposed, chopped up, and redistributed across multiple channels.

AI Amplification: AI Optimized Blog Post

1. **Video Version:** 3-minute YouTube explanation
2. **Social Chops:** 15 short clips for TikTok/Instagram/Facebook
3. **Audio Content:** Podcast episode on "Dealer Talk Radio"
4. **Forum Distribution:** Summarized versions on Reddit, Medium, Quora
5. **LinkedIn Article:** Professional version for B2B audience
6. **Email Series:** Short, concise newsletter summarizing the topic

The Citation Multiplication Effect: Same core content now appears on 12+ platforms, creating a "content virus" that AI crawlers find everywhere.

AI has no choice but to recognize you as an authority.









How To Use AI To Fix It:

Step 1: Turn One Piece of Content into Multiple

```
AI PROMPT:
Take this blog post and create:
1.) A 60-second video script
2.) 5 social media posts for different platforms
3.) An email newsletter version
4.) A LinkedIn article version
5.) Reddit forum post version
```

Step 2: Visual Content Creation

```
AI PROMPT:
{{upload 5 photos}} Create captions for these 5 photos
showcasing [topic from your blog].
```

```
Make each caption standalone valuable while connecting back
to the main article.
```

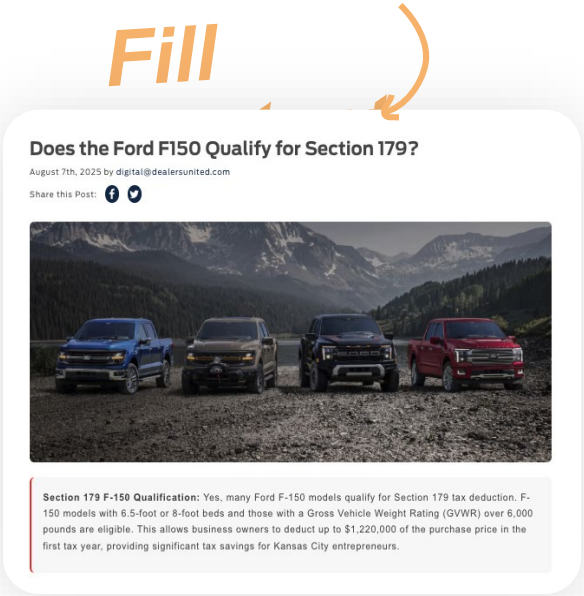
Step 3: Optimize For Each Channel

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Mistake #6 Guessing What Buyers Want

The Problem: Guessing what customers want content around (without data).

- Guessing what content will perform best
- Relying on competitor analysis
- Lack of data



What You're Missing:

- Trending topics with zero competition
- Customer questions nobody's answering - what customers actually ask
- Seasonal content opportunities
- Market shifts happening in real-time

AI Solution: AI-Powered Market Intelligence

Market Trends AI Can Identify:

- *Searches for "best gas mileage trucks" up 340% in your market*
- *"Electric vehicle charging stations near me" trending in your ZIP codes*
- *Competitors missing content about "winter tire installation"*

AI-Powered Trend Analysis:

- Google Trends integration with local market data
- Social listening across all platforms
- Competitor content gap analysis
- Search behavior predictions

Content Gap Identification:

- AI finds 10 topics that shoppers search for that no dealer is covering
- Prioritizes by search volume and competition level
- Creates a content calendar automatically

🤖 How To Use AI To Fix It:

Step 1: Market Research in Minutes

```
AI PROMPT:
What are the top 10 questions car buyers in [your market]
are asking about [specific vehicle type] right now? Include
seasonal concerns and local considerations.
```

Step 2: Competitor Analysis

```
AI PROMPT:
I'm competing against [competitor names] in [your city].
Based on common customer questions, what content topics
should I cover that would differentiate my dealership?
```

Step 3: Identify Emerging Automotive Trends

➡️ **Get the full list of AI Prompts at bit.ly/nada-6-mistakes-slides!**

60-Second AI Audit Challenge

Ask AI:

"What are the best [your brand] dealers in [city]?"

- If you're not mentioned → **Mistake #2**
- If mentioned, but info is wrong → **Mistake #1**
- If competitor dominates the answer → **Mistakes #3 & Mistake #6**
- Everything looks great? You're ahead! Now optimize with video & amplification strategies

Don't let your dealership get left behind while competitors embrace AI-driven marketing. Start today by:

- Running your **60-Second AI Audit** to see if your dealership is discoverable.
- Using the provided AI prompts to fix gaps in messaging, content, and video strategy.
- Repurposing your best content into multiple touchpoints so AI and customers find you everywhere.

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