



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Build a Responsive Dealership Through Mobile



Jen White

Training Manager

Cars.com

Chicago, IL

Phone Number

Email Address

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ASSESS THE HEALTH OF YOUR STORE'S MOBILE PRESENCE

- Know your baseline
- Additional metrics to consider:

BUILD A MOBILE MARKETING PLAN BASED ON SHOPPER ACTIVITY ON THE LOT

- Most predictive activities

ENHANCE YOUR CONSUMER COMMUNICATION STRATEGY

STEPS TO BUILDING A MOBILE MARKETING PLAN

1. Optimize your dealership site for mobile
2. Boost the quality of your photos and videos
3. Manage your online reputation
4. Promote your special offers

COMMUNICATION STARTS BEFORE THEY ENTER THE DEALERSHIP

1. Consistent messaging across all advertising platforms
2. Communicate with consumers according to their preferences

CREATE A MOBILE SAVVY DEALERSHIP

1. Enable Wi-fi throughout your dealership
2. Ask questions tied to mobile shopping behavior
3. Preload your dealership website and commonly used online research sources to your devices
4. Enable electronic coupon redemption

ENGAGE WITH MOBILE SHOPPERS IN YOUR SHOWROOM BASED ON SIX COMMON BEHAVIORS

1

2

3

4

5

6

CREATE A MOBILE SAVVY DEALERSHIP TO INTERACT WITH MOBILE OBSESSED CONSUMERS

OTHER
