

# Build a Responsive Dealership Through Mobile



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# EVOLUTION OF THE MOBILE PHONE



1990



2016



*ARE YOU  
MOBILE PHONE  
OBSESSED?*

# ARE YOU MOBILE OBSESSED?

1. Do you shop on your phone?
2. Do you read reviews on your phone?
3. Do you use directions and maps on your phone?
4. Do you take pictures using your phone camera ONLY and not a physical camera?
5. Do you check Facebook? Instagram? Snapchat?
6. Do you price compare when shopping in a store?
7. Do you use Uber?
8. Do you look at your phone before going to bed?
9. Do you use your phone as your alarm to wake up?
10. Do you watch YouTube on your phone?
11. Do you feel you're not complete without your phone if you left it at home?

# STEPS TO BECOME A MOBILE-FIRST DEALERSHIP

- ☐ Assess the health of your store's mobile presence
- ☐ Build a mobile marketing plan based on shopper activity on the lot
- ☐ Optimize your mobile consumer communication strategy
- ☐ Engage with mobile shoppers in your showroom based on six common behaviors
- ☐ Create a mobile savvy dealership to interact with mobile obsessed consumers

# MOBILE SHOPPING BEHAVIOR

# MOBILE ON-THE-LOT

*SHOPPERS ARE USING MOBILE DEVICES ON DEALERSHIP LOTS  
TO GET REAL-TIME INFORMATION*

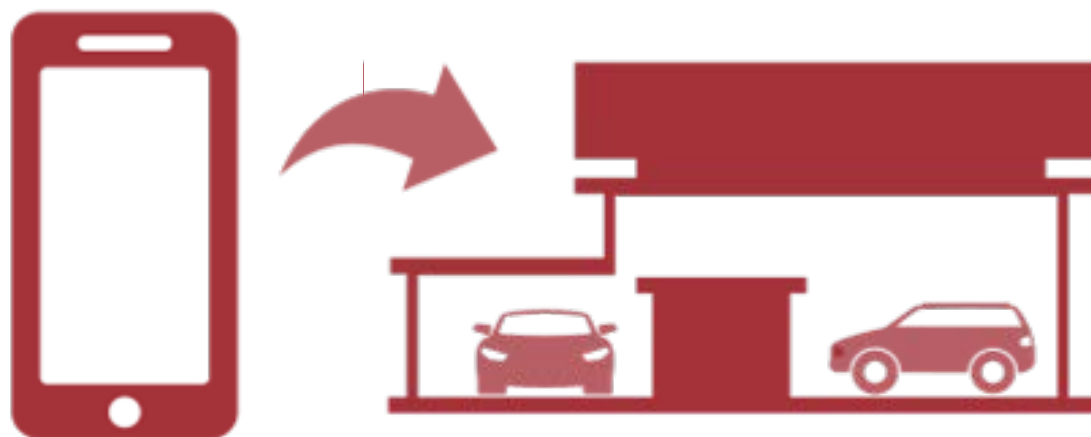


*63% of shoppers were still  
researching from their mobile  
devices from dealership lots.*



# MOBILE SHOPPER ACTIVITY

- What shoppers are **doing** on their mobile device **while they are standing on a dealer lot**
- The behaviors that are **most predictive** of a **dealer visit**



# **ASSESS THE HEALTH OF YOUR STORE'S MOBILE PRESENCE**

# KNOW YOUR MOBILE BASELINE



# ADDITIONAL METRICS TO CONSIDER

Look beyond typical leads and consider other predictive mobile metrics.

## Typical leads

- Email leads
- Phone leads

## Additional Metrics

- Map and Directions
- Check Availability
- Share/Email Page
- Save/Favorites
- CarFax/Auto Check
- Calculator
- Dealer Reviews

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

# MOBILE BEHAVIORS GROUPED INTO 70+ CATEGORIES

AUTO_CHECK	DRIVING_DIRECTIONS	MMY_STYLE_PAGE	VDP_CPO_DEALER	VDP_NEW_DEALERMAP	VDP_USED
BOOK_VALUE	EMAIL_FORM_CPO	PHONE_LEAD	VDP_CPO_DEALERMAP	VDP_NEW_EMAILPAGE	VDP_USED_CHECKAVAILABILITY
CALCULATOR_AFFORDABILITY	EMAIL_FORM_DEALER	REPAIR_CARE	VDP_CPO_EMAILPAGE	VDP_NEW_EMAILPAGELEAD	VDP_USED_DEALER
CALCULATOR_MONTHLYPAYMENT	EMAIL_FORM_NEW	SAVE_SEARCH	VDP_CPO_EMAILPAGELEAD	VDP_NEW_FEATURES	VDP_USED_DEALERMAP
CALCULATOR_PAYMENTS	EMAIL_FORM_USED	SAVE_VEHICLE	VDP_CPO_FEATURES	VDP_NEW_MAP	VDP_USED_EMAILPAGE
CALCULATOR_TRADEIN	EMAIL_LEAD	SELL_TRADE	VDP_CPO_MAP	VDP_NEW_PHOTOGALLERY	VDP_USED_EMAILPAGELEAD
CALCULATOR_VEHICLEPRICE	EMAIL_LEAD_CPO	SELL_YOUR_CAR	VDP_CPO_PHOTOGALLERY	VDP_NEW_PHOTOS	VDP_USED_FEATURES
CARFAX_CPO	EMAIL_LEAD_DEALER	SERVICE	VDP_CPO_PHOTOS	VDP_NEW_PHOTOVIEWER	VDP_USED_MAP
CARFAX_FREE	EMAIL_LEAD_NEW	SHARE_EMAIL	VDP_CPO_PHOTOVIEWER	VDP_NEW_PRICEADVICE	VDP_USED_PHOTOGALLERY
CARFAX_NEW	EMAIL_LEAD_USED	SHARE_TEXT	VDP_CPO_PRICEADVICE	VDP_NEW_RESEARCH	VDP_USED_PHOTOS
CARFAX_PAID	EXPERT_REVIEWS	SIMILAR_MODELS	VDP_CPO_PROGRAM	VDP_NEW_SELLERNOTES	VDP_USED_PHOTOVIEWER
CARFAX_USED	FAVORITES	SPECIAL_OFFERS	VDP_CPO_RESEARCH	VDP_NEW_SPECIALOFFERS	VDP_USED_PRICEADVICE
CERTIFIED_INFO	FAVORITES_CARS	SRP_BLENDED	VDP_CPO_SELLERNOTES	VDP_NEW_STANDARDEQUIPMENT	VDP_USED_RESEARCH
COMPARE	FAVORITES_DEALERS	SRP_CPO	VDP_CPO_STANDARDEQUIPMENT	VDP_NEW_STYLEDDETAILS	VDP_USED_SELLER
CONSUMER_REVIEWS	FAVORITES_SEARCHES	SRP_DEALER	VDP_CPO_TEXTDEALER	VDP_NEW_STYLES	VDP_USED_SELLERNOTES
DEALER_REVIEWS	HOMEPAGE	SRP_DEALERMAP	VDP_CPO_VEHICLE	VDP_NEW_TEXTDEALER	VDP_USED_TEXTDEALER
DEALER_WEBSITE	MAP_DEALER	SRP_NEW	VDP_CPO_VIDEO	VDP_NEW_VEHICLE	VDP_USED_VEHICLE
DPP	MMY	SRP_USED	VDP_NEW	VDP_NEW_VIDEO	VDP_USED_VIDEO
DPP_DEALERMAP	MMY_CHOOSE_STYLE	TEXT_DEALER	VDP_NEW_CHECKAVAILABILITY	VDP_REVIEWLIST	VEHICLE_REVIEWS
DPP_PHOTOS	MMY_DETAILS	VDP_CPO	VDP_NEW_DEALER	VDP_STANDARDEQUIPMENT	WRITE_REVIEW
DPP_REVIEWS	MMY_PHOTOS	VDP_CPO_CHECKAVAILABILITY			

# TOP ACTIVITIES VS. PREDICTIVE ACTIVITIES

## Top Activities

These are the activities performed **most frequently** on mobile platforms

Examples:

Homepage

Used/New Inventory

Calculator

## Most Predictive

These are the activities that **best distinguish** shoppers who are intending to visit a dealership

Examples:

Driving Directions

Dealer Map

CPO Inventory

# MOBILE PLATFORMS





# MOST PREDICTIVE ACTIVITIES

M.DOT	App (Android & Iphone)	
Driving Directions	Driving Directions	
Email Lead (CPO)	Phone Lead	
Text Dealer (CPO)	Dealer Map (DPP)	
Email Lead (New)	Email Lead	
Email Page (New)	Text Dealer	
Dealer Map (CPO)	Check Availability (CPO)	
Favorites	VDP Dealer Info (CPO)	
Email Page (CPO)	Dealer Map (CPO)	DPP
Carfax (CPO)	Carfax (Free)	Dealer Reviews
Special Offers (New)	Auto Check	Save Vehicle

# CPO INTEREST

M.DOT	App (Android & iPhone)	
Driving Directions	Driving Directions	
Email Lead (CPO)	Phone Lead	
Text Dealer (CPO)	Dealer Map (DPP)	
Email Lead (New)	Email Lead	
Email Page (New)	Text Dealer	
Dealer Map (CPO)	Check Availability (CPO)	
Favorites	VDP Dealer Info (CPO)	
Email Page (CPO)	Dealer Map (CPO)	DPP
Carfax (CPO)	Carfax (Free)	Dealer Reviews
Special Offers (New)	Auto Check	Save Vehicle

# STEPS TO BUILDING A MOBILE MARKETING PLAN

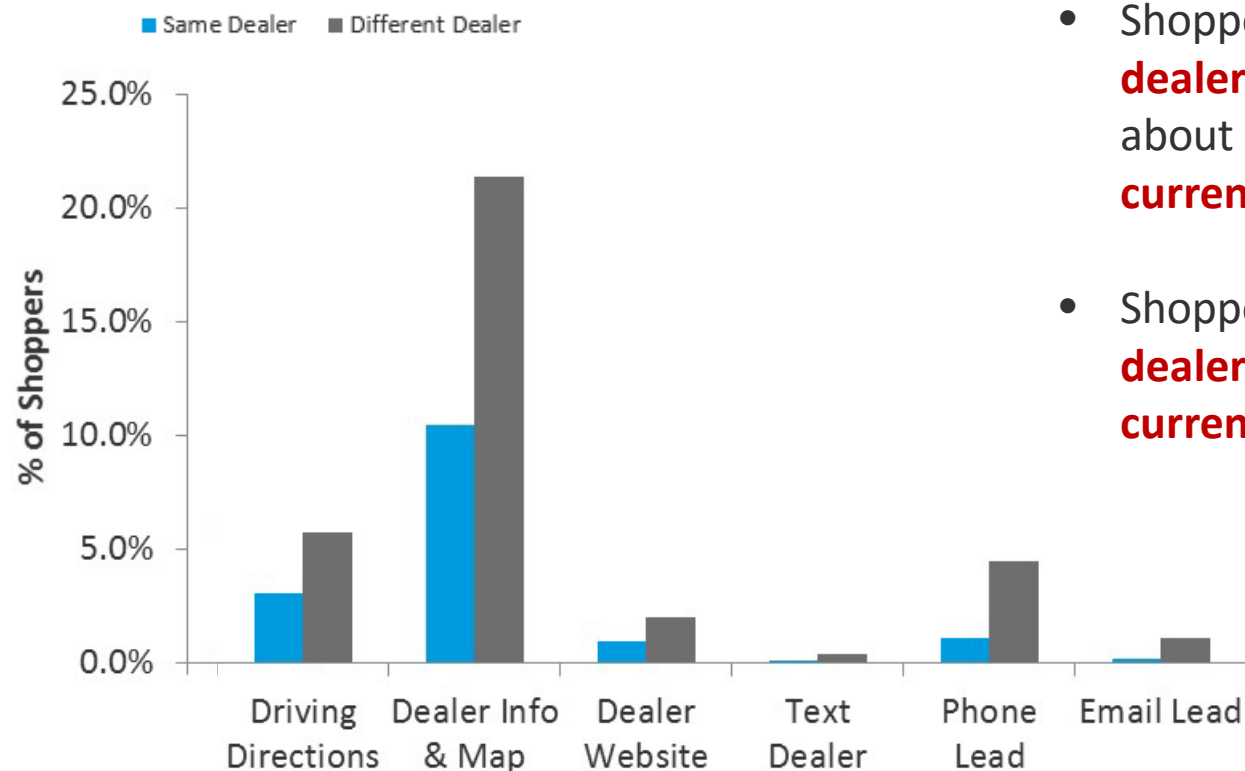
Keep shoppers mobile behavior in-mind:

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



# ENHANCE YOUR CONSUMER COMMUNICATION STRATEGY

# SHOPPER MOBILE ACTIVITY WHILE ON THE LOT



- Shoppers search for **dealership information** about the lot **they're currently on**
- Shoppers **contact other dealerships** while **at the current dealership**

# COMMUNICATION STARTS BEFORE THEY ENTER THE DEALERSHIP

- Consistent messaging across all advertising platforms
- Communicate with consumers according to their preferences

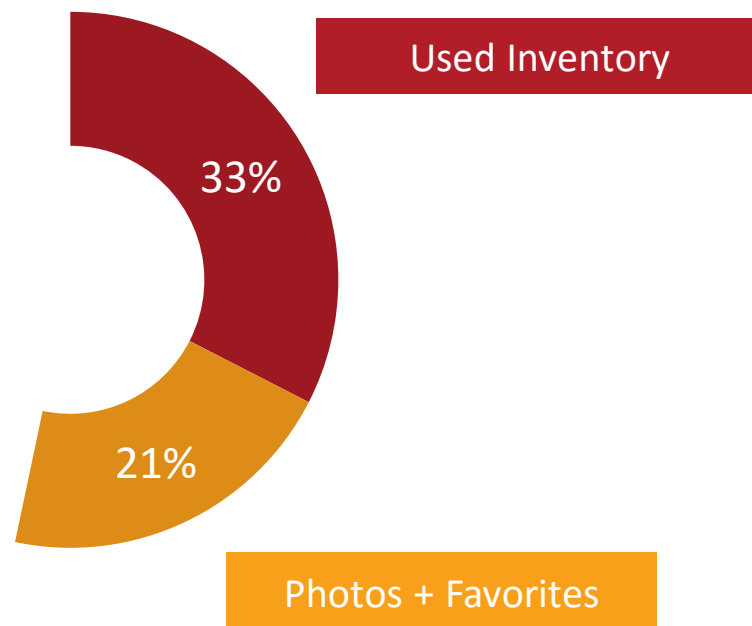


# **ENGAGE WITH MOBILE SHOPPERS IN YOUR SHOWROOM BASED ON SIX COMMON BEHAVIORS**

# SHOPPING BEHAVIORS ON THE LOT



Half of shoppers **browse inventory** while at the dealership.





# SHOPPING BEHAVIORS ON THE LOT

New Inventory + Special Offers

18%



New car shoppers are actively looking up **Special Offers** while at the dealership.

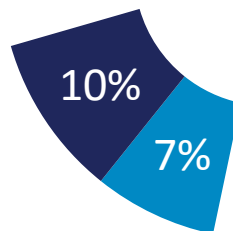
# SHOPPING BEHAVIORS ON THE LOT



These shoppers highly value detailed vehicle information and comparison at the dealership.

Share + Save + Compare +  
Carfax + Auto Check

Book Value + MMY +  
Vehicle Reviews



# SHOPPING BEHAVIORS ON THE LOT

Dealer Reviews + Dealer Website

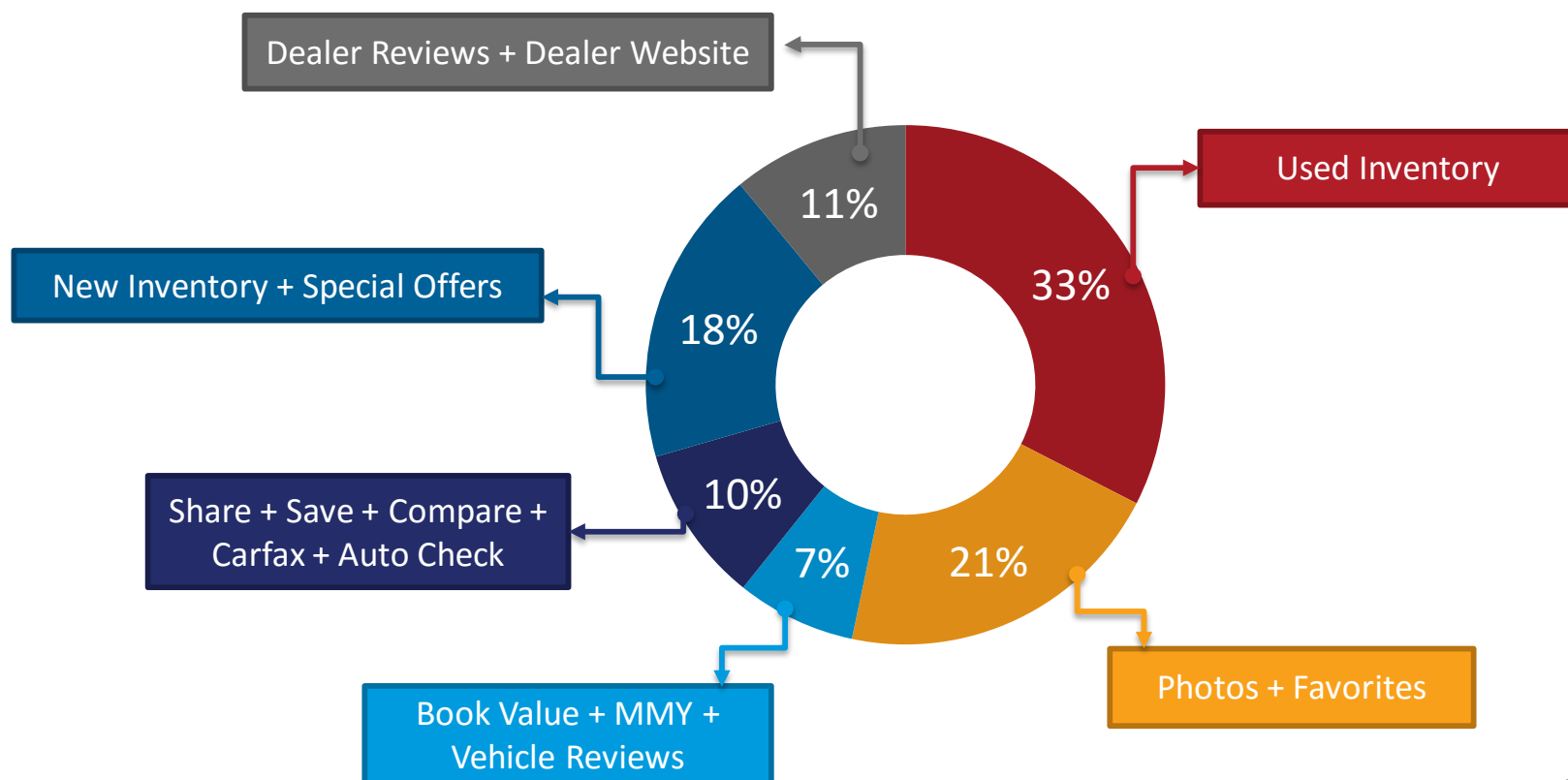
11%



- **40%** of these shoppers are looking at the **same** dealership
- **83%** of these shoppers are looking at **another** dealership

# PROVIDE ONGOING EMPLOYEE EDUCATION

- Train your sales team to confidently engage with any shopper behavior they come across



# **CREATE A MOBILE SAVVY DEALERSHIP TO INTERACT WITH MOBILE OBSESSED CONSUMERS**

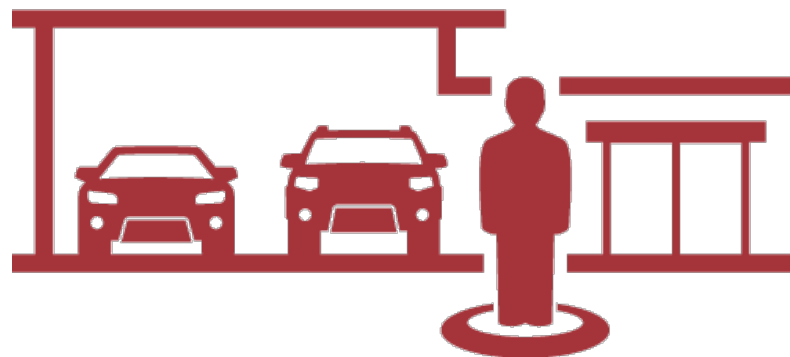
# Enable Wifi throughout the dealership



- Make mobile shopping easier for consumers while on your lot
- Build trust with consumers by inviting them to access research online

# ASK QUESTIONS TIED TO MOBILE SHOPPING BEHAVIOR

1. What other vehicles have you favorited?
2. Where else have you been looking?
3. Do you have any questions about the vehicle history report?



## PRELOAD YOUR DEALERSHIP WEBSITE AND COMMONLY USED ONLINE RESEARCH SOURCES TO YOUR DEVICES



- Provide shoppers in your waiting room opportunity to look at their go-to sources
- Give sales access at their fingertips to go-to-sources



# ENABLE ELECTRONIC COUPON REDEMPTION



- Build out abilities to redeem coupons in the Service lane and other vouchers

## CREATE A MOBILE SAVVY DEALERSHIP TO INTERACT WITH MOBILE OBSESSED CONSUMERS

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

# WORKSHOP SUMMARY

1. Assess the health of your store's mobile presence
2. Build a mobile marketing plan based on shopper activity on the lot
3. Optimize your mobile consumer communication strategy
4. Engage with mobile shoppers in your showroom based on six common behaviors
5. Equip your staff with tools to interact with mobile obsessed consumers

# Questions?

# Build a Responsive Dealership Through Mobile



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