Implement a Web Presence Management Strategy

Brian Pasch

Founder

PCG Companies

Eatontown. New Jersey

732-45-8200

Brian@pcgmailer.com

**@automotiveseo**
#NADA2016
#WPM

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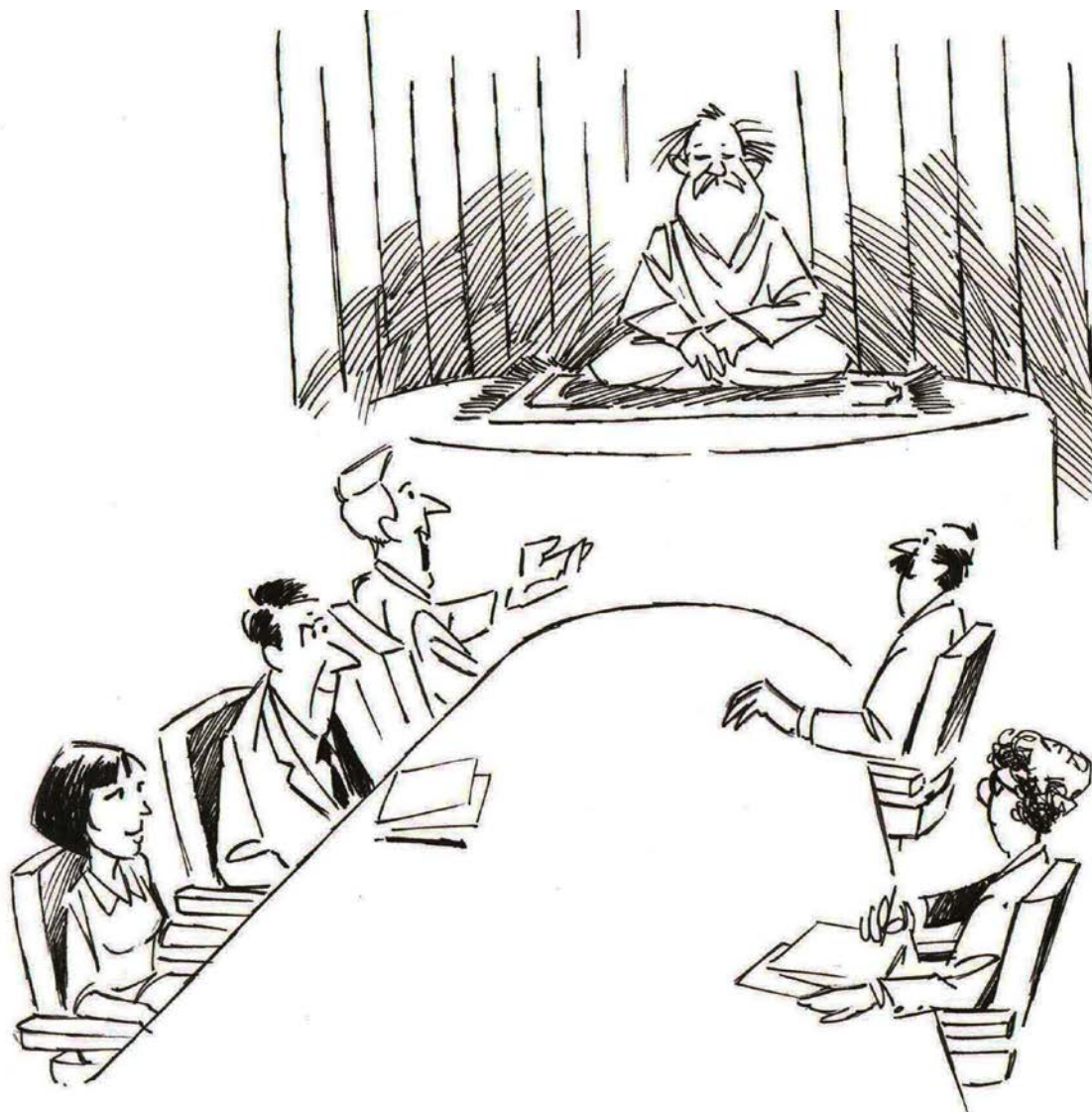
" Guide us, oh Account Manager."

The Irony Of The Monthly Review Call

Awesome!! ☑

EXCELLENT ☐

GOOD ☐

AVERAGE ☐

POOR ☐

Workshop Road Map

- What Is A Web Presence Management

- Why Do We Need This Strategy To Manage Marketing Investments

- Identifying Holes In Your Marketing Strategy

- What KPIs Will Be Measured

- Working As A Team On New Ideas

Defined: Web Presence Management

Managing content, placement, and first impressions for consumers using the Internet:
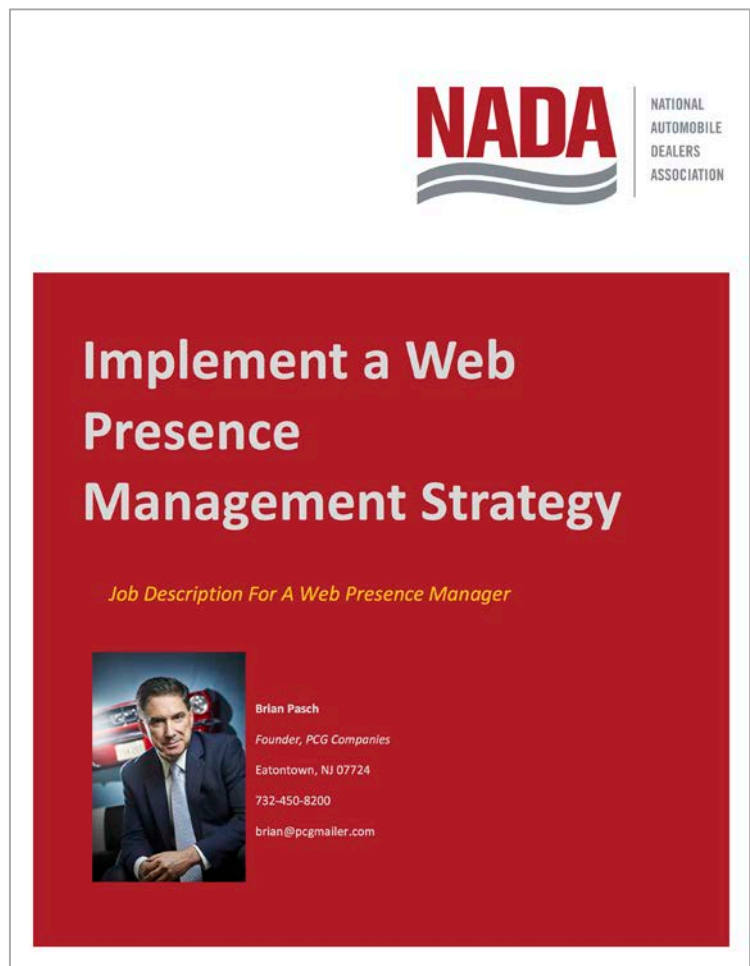
Defined: Web Presence Manager (WPM)

- WPM is an employee in the dealership who <u>inspects</u> the store's Web Presence each month to maximize the synergies between marketing investments.

  – The compilation of data is critical for success and establishing KPIs.

  – WPM will need to run the monthly vendor calls not the other way around!

Document Included in Handouts

A complete discussion on what a WPM should be managing each month for the dealership

Current Online Structure Creates Silos

Each Team Claims Success But Practically They Work In Silos

Dealers Lose Efficiency In This Model

The Math Doesn't Pencil

The Silos Tell The Dealer They Helped To Sell 115 vehicles

The Dealer Sold 80

A Practical "Why" Example

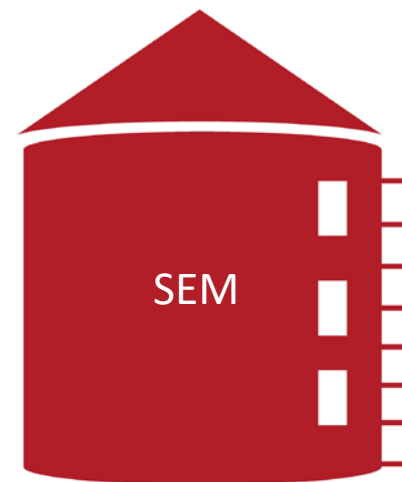# How would your existing marketing partners execute a plan to market the 2015 Hyundai Sonata

Time To Promote The 2015 Hyundai Sonata

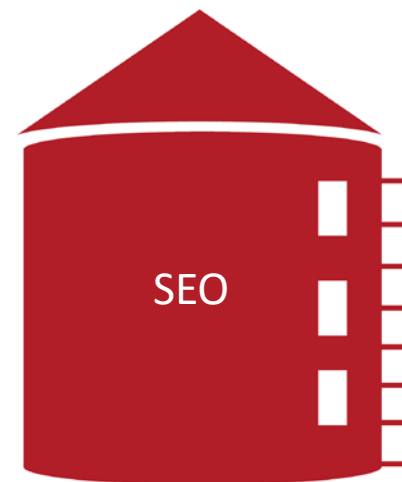# SEM Team's Approach: 2015 Sonata

- Research Sonata Keywords

- Create Display Banners

- Drive Clicks To An Existing Search Results Page (SRP)

SEM

Results Often Measured In: CPC, CTR, Impressions

Goals Setup? Leads? Calls? VDP Views? Bounce?
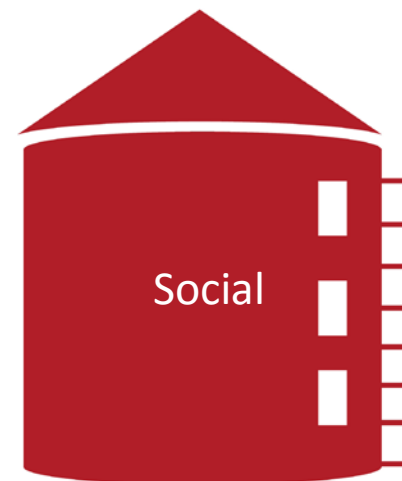
SEO Team's Approach: 2015 Sonata

- Research Sonata Keywords

- Locate Stock Graphics / Video

- Create Optimized Content Page

- Internally Link New Page

SEO

Results Often Measured In Increased Organic Traffic

Custom Folder? Mobile Friendly? Views? Leads?

Social Team's Approach: 2015 Sonata

- Create Compliant Graphics

- Create Paid Campaign

- Drive Clicks To An Existing Search Results Page (SRP)

Social

Results Often Measured Reach, Impressions, and Clicks.

UTM Tags? Calls? Leads? VDP Views?

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Video Team's Approach: 2015 Sonata

- Create Custom Walk-Around

- Load It On YouTube

- Send Link To Sales Manager
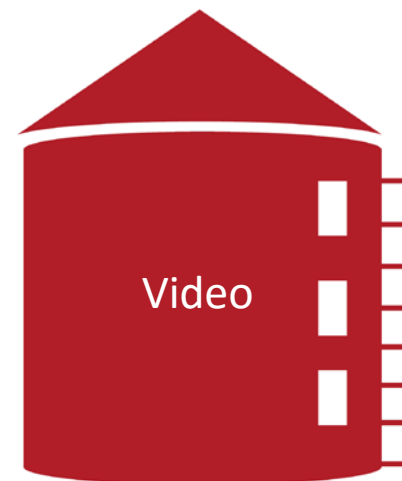
Video

Results Often Measured Video Views.

CRM Utilization? Embed On Web Page? TOS?

NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Reduce Silos – Create A WPM Team

Stop Pretending That Everything Is NOT Connected

- A WPM approach would be leveraging all media challenges to create a better result.

- A WPM approach would make sure the Key Performance Indicators are measured.

- A WPM approach can amplify the ROI of any strategy.

Leverage Your Content Across Strategies

Leverage custom content across multiple advertising campaigns

Facebook campaign targeting Hyundai owners and previous customers who purchase a Sonata from the dealership. *(don't forget Twitter)*

Google AdWords campaign buying keywords associated with low funnel Hyundai Sonata shoppers.
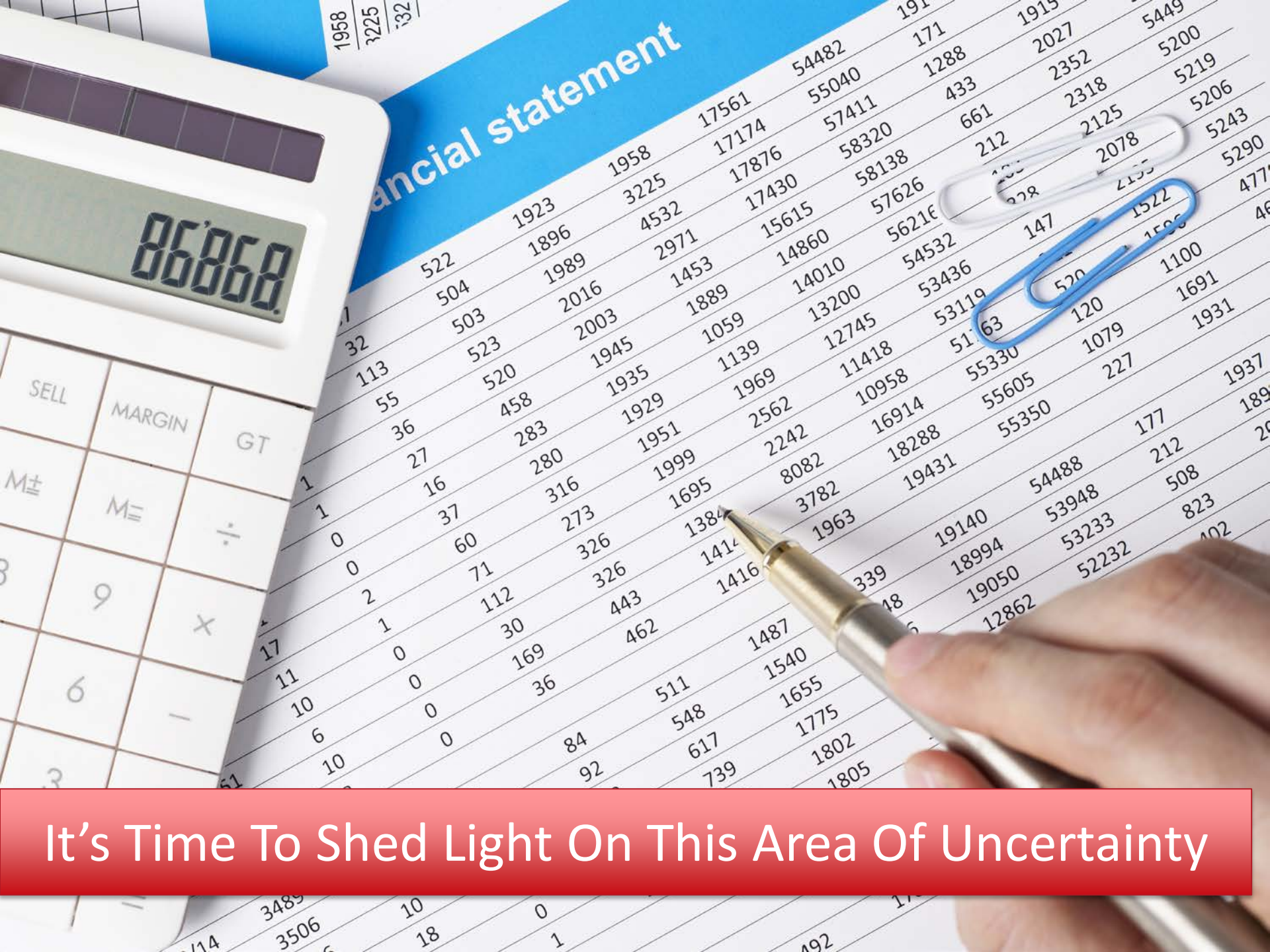
Use custom content page in CRM email templates and newsletter to increase utilization and ROI.

Test a Video Here

Test reducing text

Change To Two buttons
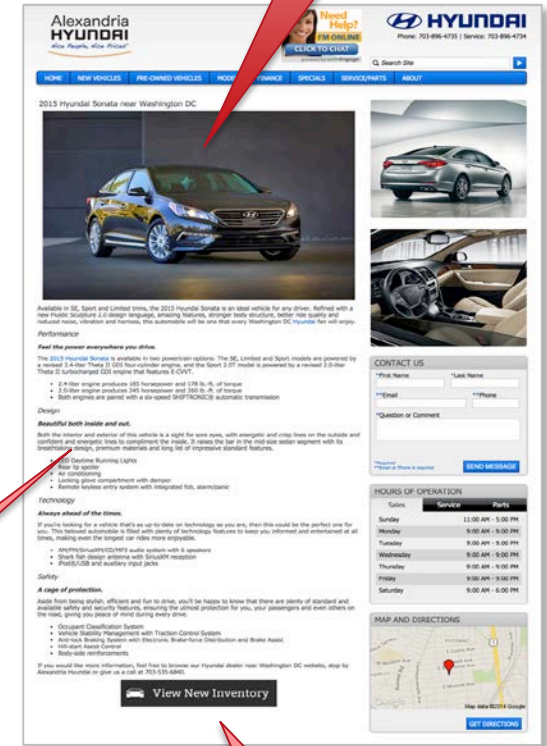
What Is Holding You Back?

Do you really want 20 different reports on your desk?

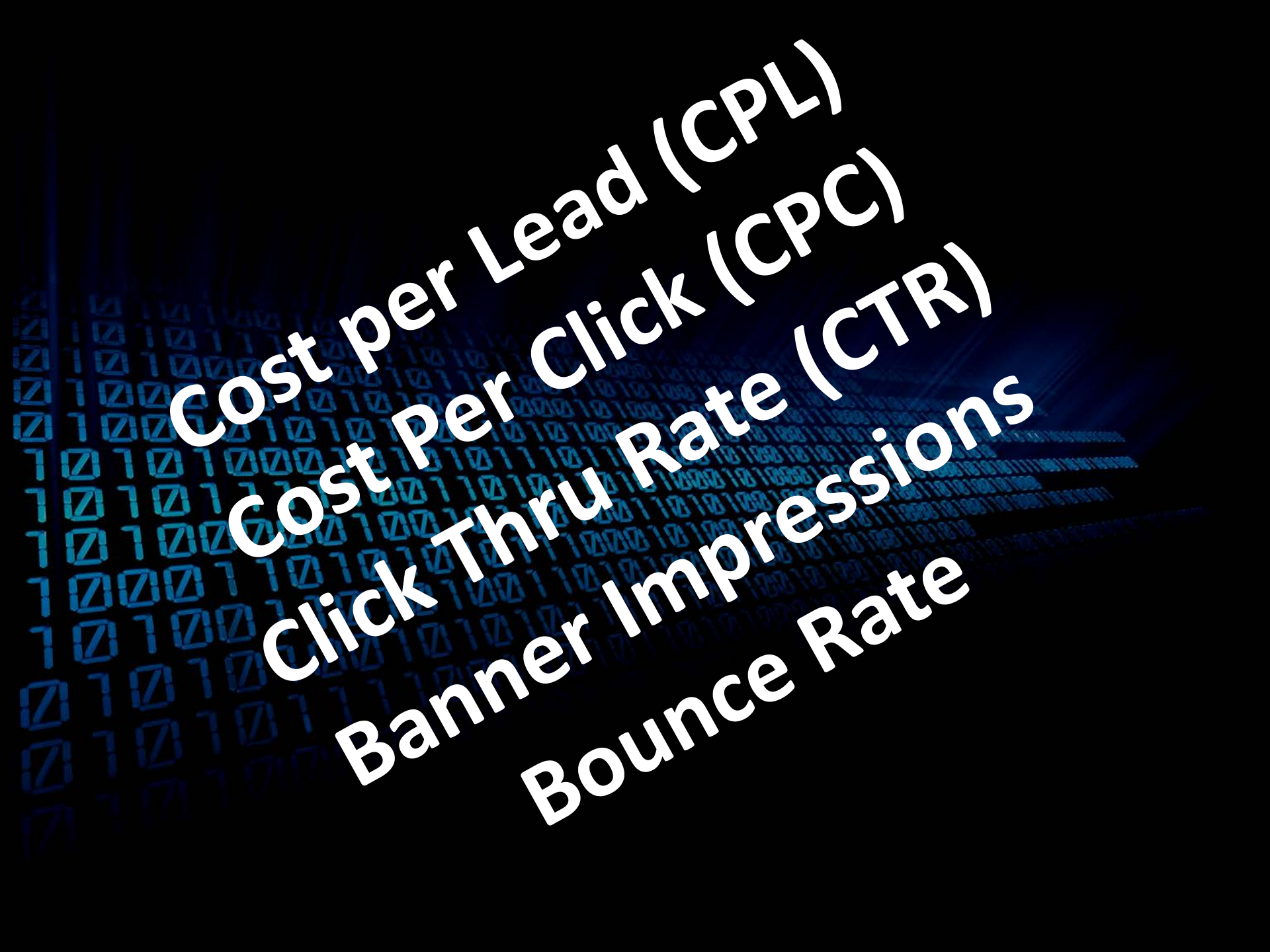It's Time To Shed Light On This Area Of Uncertainty

CONVERSION

Measuring Your Web Presence Investments

- Get serious about tracking data, conversions, & engagement.

- Get your WPM educated on Google Analytics.

- Create a master list of Key Performance Indicators and hold each marketing strategy to those metrics.

Stop Focusing On Useless Metrics

CPC – What Is The Right Number For Your Store?

CTR – Can't Ad Copy Significantly Skew This Metric?

Banner Impressions – What Are They Doing When They Click?

Bounce Rate – 100% Bounce Can Be A Great Things

ADWORDS
Google

Are The Visitors ENGAGED With Your Vehicle?

Discussion KPIs

Site Performance	Benchmark
•Form Conversion	>3.5% +
•Phone Calls	>10%+
•Combined Conversion	>12%+

Paid Search (SEM)	Benchmark
Share of Impression	60%+ (metro) 75%+ (Regional)
% VDP Engagement – New Cars	> 30%
% VDP Engagement – Used Cars	> 70%
# VDP Engagements Per VDP	>= 2
Cost Per VDP Engagement	< $1.00

Website Traffic	Benchmark
•Visits	>4,000 per month
•% of visits to view SRP/VDPs	>70%

Website Traffic Mix	Benchmark
•Traffic % from SEM	<35%
•Traffic % from SEO	>50%
•Traffic % from mobile	>35%

What Are Important KPIs?

- Think like an eCommerce company.

- You want to measure engagement with your product pages.

- Conversion of product page visits.

- Evaluate your best source for engaged web traffic.

Tracking Visits Is Very
Basic Thinking

Knowing What Consumers
Are Doing On The Page Is
A Better Indication of
Engagement

What Is Your
Cost/Engagement?

What Is Your Best Sources
of Engaged Consumers?

New KPIs Outside Of Leads & Calls

- Online Advertising
  - % VDP Views
  - Cost Per VDP View (CVV)
  - Engagements Per Visit (EPV)
  - Cost Per Engagement (CPE)

  CPC, CTR, and Impressions Are Not Critical KPIs

Spreadsheet Is Included In Downloads

Monthly Marketing Review (padded with random data)

Strategy	Monthly Budget (includes Fee)	Website Sessions	Website Unique Visitors	Form Leads	Calls	Chats	Texts	Total Handraisers	Total Engagements	Engagements Per Unique Visitor	Visitors, Viewers, or Impressions	Calls	Leads	Chats	Total Handraisers	Total Engagements	Total Engagements	Total Cost Per Engagement	Total Handraisers	Cost Per Handraiser
Google SEM	$3,999	3,500	3,000	55	100	15	2	172	6,500	2.17							6,500	$0.62	172	$23.25
Google Display	$1,400	1,000	925	2	5	1	0	8	1,400	1.51							1,400	$1.00	8	$175.00
Google Retargeting	$1,000	678	650	10	30	3	5	48	1,000	1.54							1,000	$1.00	48	$20.83
Video Pre-Roll	$800	325	300	15	20	4	3	42	600	2.00	2,400	0			0	2,450	3,050	$0.26	42	$19.05
Facebook Advertising	$1,500	475	450	55	40	7	4	106	300	0.67	1,000	3	0		3	450	750	$2.00	109	$13.76
Twitter Advertising	$500	133	125	20	5	0	1	26	75	0.60	2,000	1	0		1	35	110	$4.55	27	$18.52
Instagram Advertising	$500	230	223	30	11	3	3	47	150	0.67	3,000	1			1	55	205	$2.44	48	$10.42
CarGurus	$2,000	700	650	44	100	10	3	157	2,000	3.08	4,500	10	15	10	35	4,500	6,500	$0.31	192	$10.42
Autotrader	$4,500	345	301	10	40	4	1	55	600	1.99	5,500	12	34	13	59	5,500	6,100	$0.74	114	$39.47
Cars.com	$3,500	468	422	8	25	3	1	37	800	1.90	3,800	8	21	16	45	3,800	4,600	$0.76	82	$42.68
KBB	$2,500	250	230	3	10	1	1	15	500	2.17	2,500	7	11	11	29	2,500	3,000	$0.83	44	$56.82
Managed Chat	$995					200	5	225	200	0.34							200	$4.98	225	$4.42
Equity Mining Campaigns	$1,500	1,200	1,150	5	4			9	700	0.61							700	$2.14	9	$166.67
Conquest Email Marketing	$2,500	1,200	1,000	20	10			30	2,000	2.00							2,000	$1.25	30	$83.33
CRM Email Referral Traffic	$100	5,500	4,800	100	200			300	9,000	1.88							9,000	$0.01	300	$0.33
Totals	$27,294	16,604	14,821	397	600	251	29	1,277	25,825	1.74						19,290	45,115	$0.60	1,450	$18.82

ON YOUR WEBSITE — ON THIRD PARTY WEBSITES — TOTALS

First Half of Spreadsheet

		Monthly Marketing Review (padded								
		ON YOUR WEBSITE								
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Second Half of Spreadsheet

|	ON THIRD PARTY WEBSITES					TOTALS			
Visitors, Viewers, or Impressions	Calls	Leads	Chats	Total Handraisers	Total Engagements	Total Engagements	Total Cost Per Engagement	Total Handraisers	Cost Per Handraiser
						6,500	$0.62	172	$23.25
						1,400	$1.00	8	$175.00
						1,000	$1.00	48	$20.83
2,400	0			0	2,450	3,050	$0.26	42	$19.05
1,000	3	0		3	450	750	$2.00	109	$13.76
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						9,000	$0.01	300	$0.33
						19,290	45,115	$0.60	1,450	$18.82

Dealers who start to look at the business in terms of Web Presence Management and who measure today's Key Performance Indicators will optimize the outcomes of their business investments.
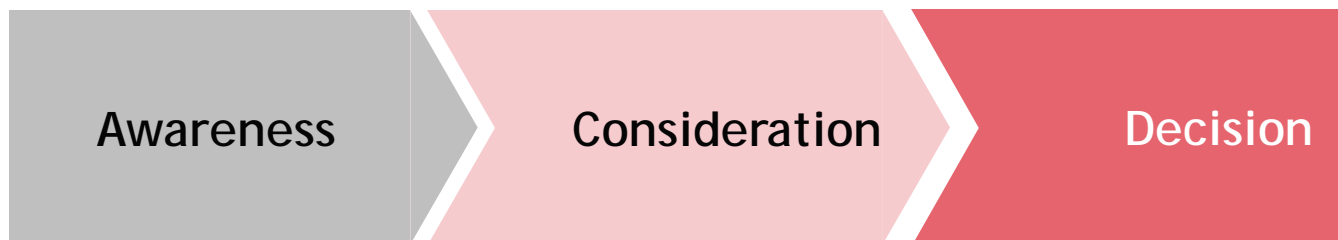
Example: Auto Buyer's Journey
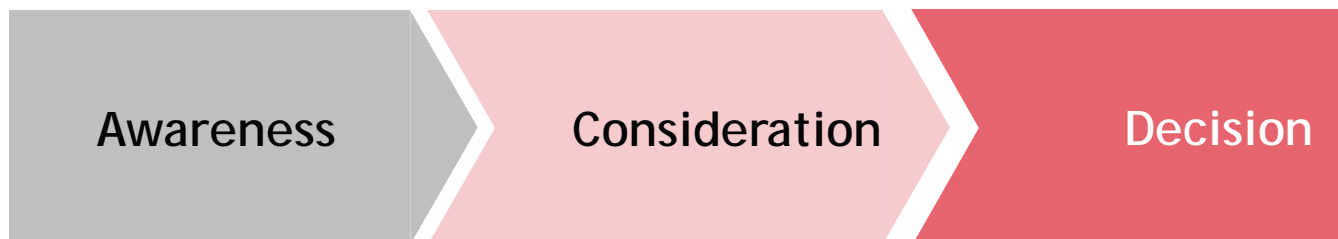
Awareness	Consideration	Decision
"What cars get the best gas mileage?	"Toyota Prius vs. Honda Fit"	"Prius dealers near Alexandria"

What Investments Are You Making To Be Present In Each Step?

Re-Thinking Your Web Presence Strategy

Awareness	Consideration	Decision
Your "Why Buy" Message Must Be Clear	Video Content Educating Local Consumers	Your Website Must Be Mobile Prioritized
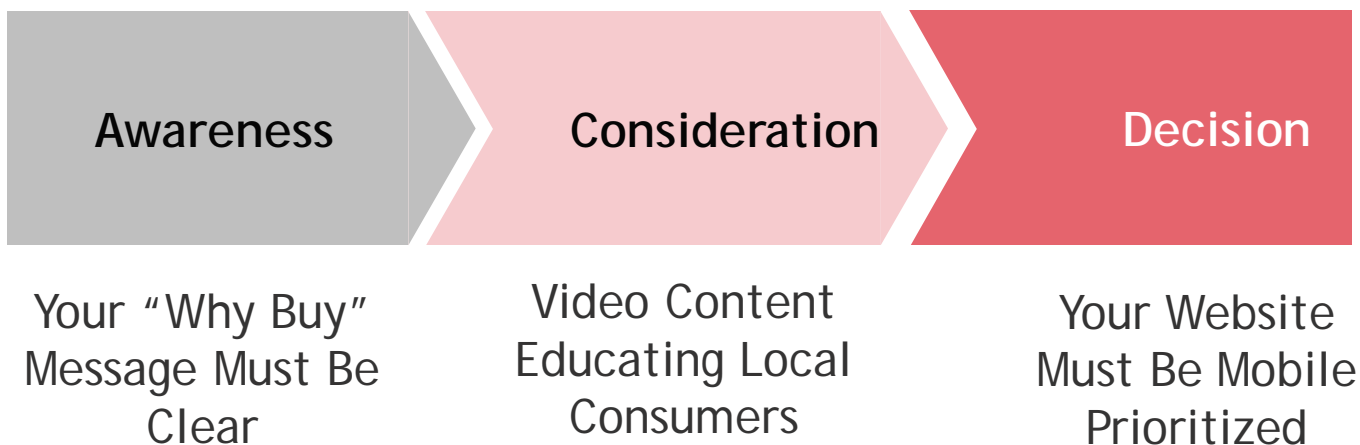
Do You Have A Plan To Get Everyone To Help You?
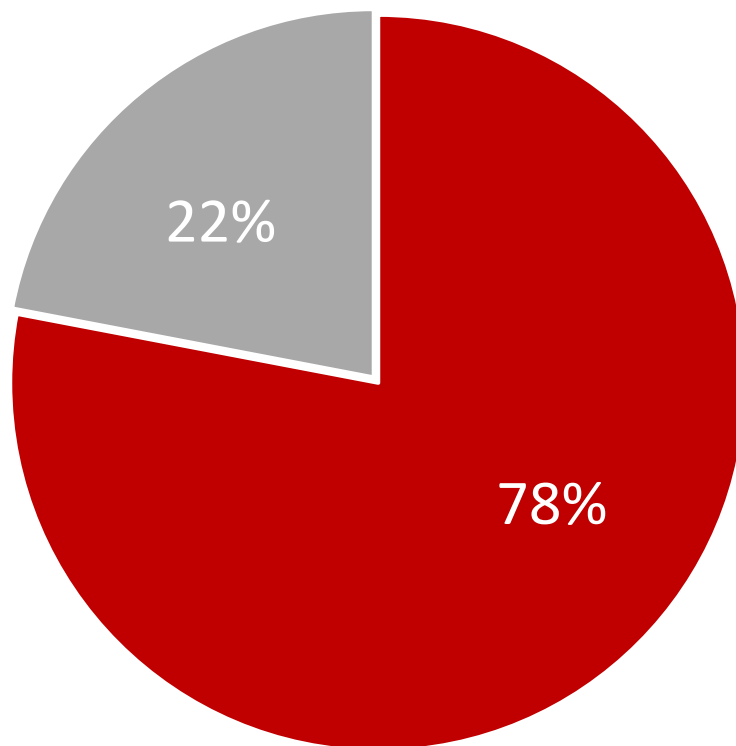
Before you call/visit a local auto dealer, will you read their online reviews? (i.e. Google, Yelp)

Over 1,000 Consumers Surveyed

25%

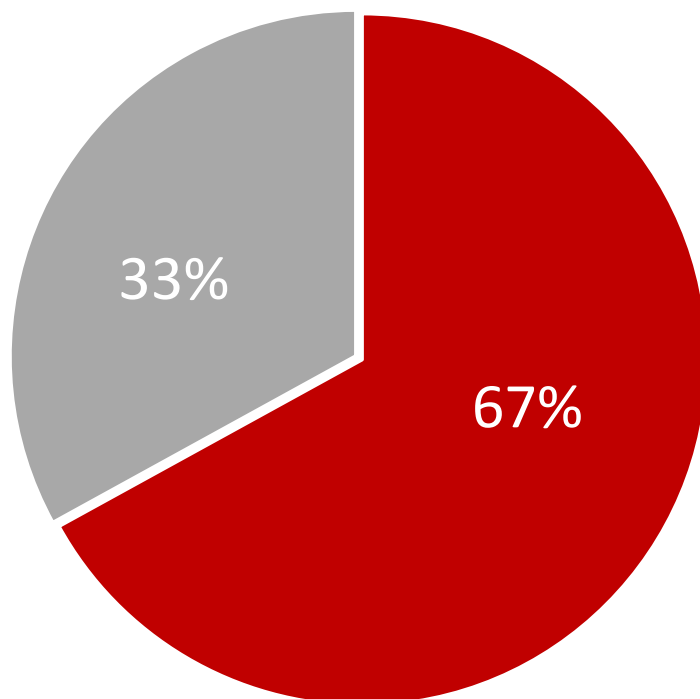75%

■ Yes ■ No

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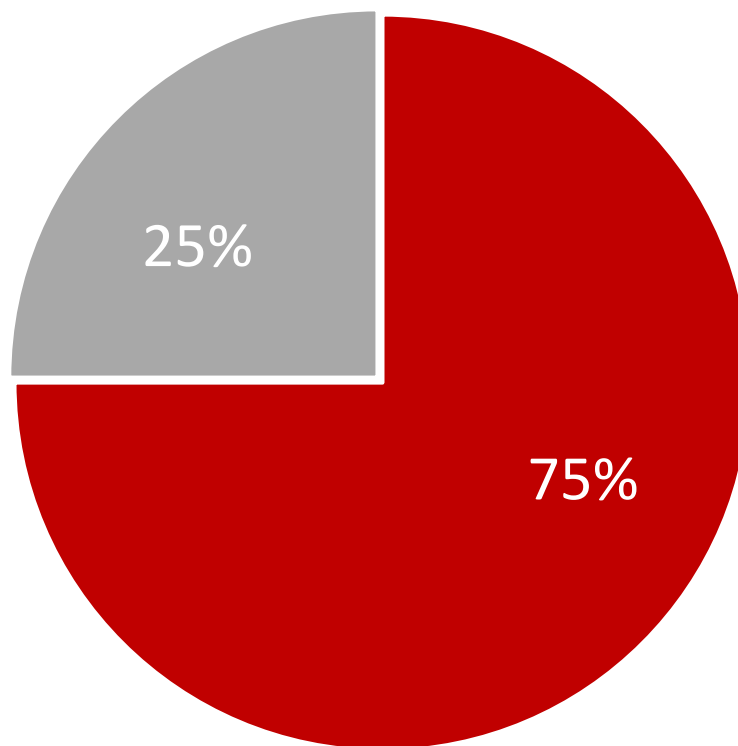
How would you prefer to learn about the features/options of a vehicle?

Over 1,000 Consumers Surveyed

33%

67%

- Reading a website page that listed the specifications, features, and photos.
- Watching a 2 minute video that listed specifications and showed the features on the vehicle.

Dealers need a multi-discipline and multi-channel advertising strategy….and a WPM structure can help them achieve a great result.

Don't Guess What Is Working: Inspect Everything!

Protect Your Dealership

Without proper planning and without the knowledge to INSPECT marketing results, dealers will be at a significant disadvantage. We documented this in an eye-opening research report.

Download a free copy at www.pcgresearch.com

How To Prioritize Your Budget

Budget Line Items Prioritized

	A	B	C	D
1	**Budgeting Your Marketing Mix 2016 - Rev E**		**Monthly**	
2				
3	Number of Cars Sold	200		
4	Marketing Dollars per Car	$325		
5	Marketing Budget	$65,000		
6				
7	**First Tier (non negotiable)**			
8		Responsive Dealership Website with Flexible VDP Merchandising	$1,500	
9		Vehicle Merchandising Photos for New & Used (selling 125 cars)	$2,000	
10		Website Content/Landing Page Development	$1,000	
11		Website Heat Mapping (Free or Low Cost)	$9	
12		Dynamic Call Tracking (depends on call Volume)	$1,000	
13		VDP Enhancement Tools (i.e. Purecars, SpinCars, MakeMyDeal, etc.)	$400	
14		24x7 Managed Chat (8,000 UV) (i.e. CarChat24, ActiveEngage, ContactAtOnce)	$1,200	
15		Equity Mining / Automated Service Drive Offers (i.e. AutoAlert, DealActivator)	$2,000	
16		Online Video Production For Website & Advertising	$1,000	
17		Call Monitoring & Alerts (i.e. CallRevu)	$2,000	
18				
19				
20	**Subtotal**		**$12,109**	
21				
22	**Second Tier**			
23		Google Adwords - SEM/Display/Custom Audiences	$6,000	
24		Google Retargeting (Display & PreRoll)	$2,000	
25		Social Media Advertising (Facebook & Instagram)	$1,200	
26		SEO Strategies (Web, Video, and Social)	$1,500	
27		Lead Nuturing Incentives (i.e. Hooklogic)	$700	
28		Conversica Lead Engagement	$1,200	
29		KBB Instant Cash Offer (or equivalent)	$700	
30		Targeted Direct Mail (Amount Can Vary Greatly)	$5,000	
31				
32	**Subtotal**		**$18,300**	
33				
34	**Third Tier**			
35		LotLinx	$2,000	
36		CarGurus	$2,000	
37		Third Party Classifieds	$5,000	
38		Reputation Management & Monitoring Software	$500	
39		Email Marketing Campaigns (varies greatly)	$2,000	
40		Third Party or OEM Leads (You Pick a Budget)		
41				
42	**Subtotal**		**$11,500**	
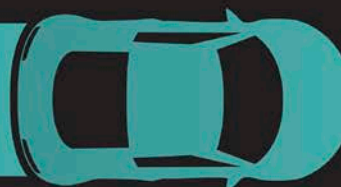
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Questions?

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