

Implement a Web Presence Management Strategy



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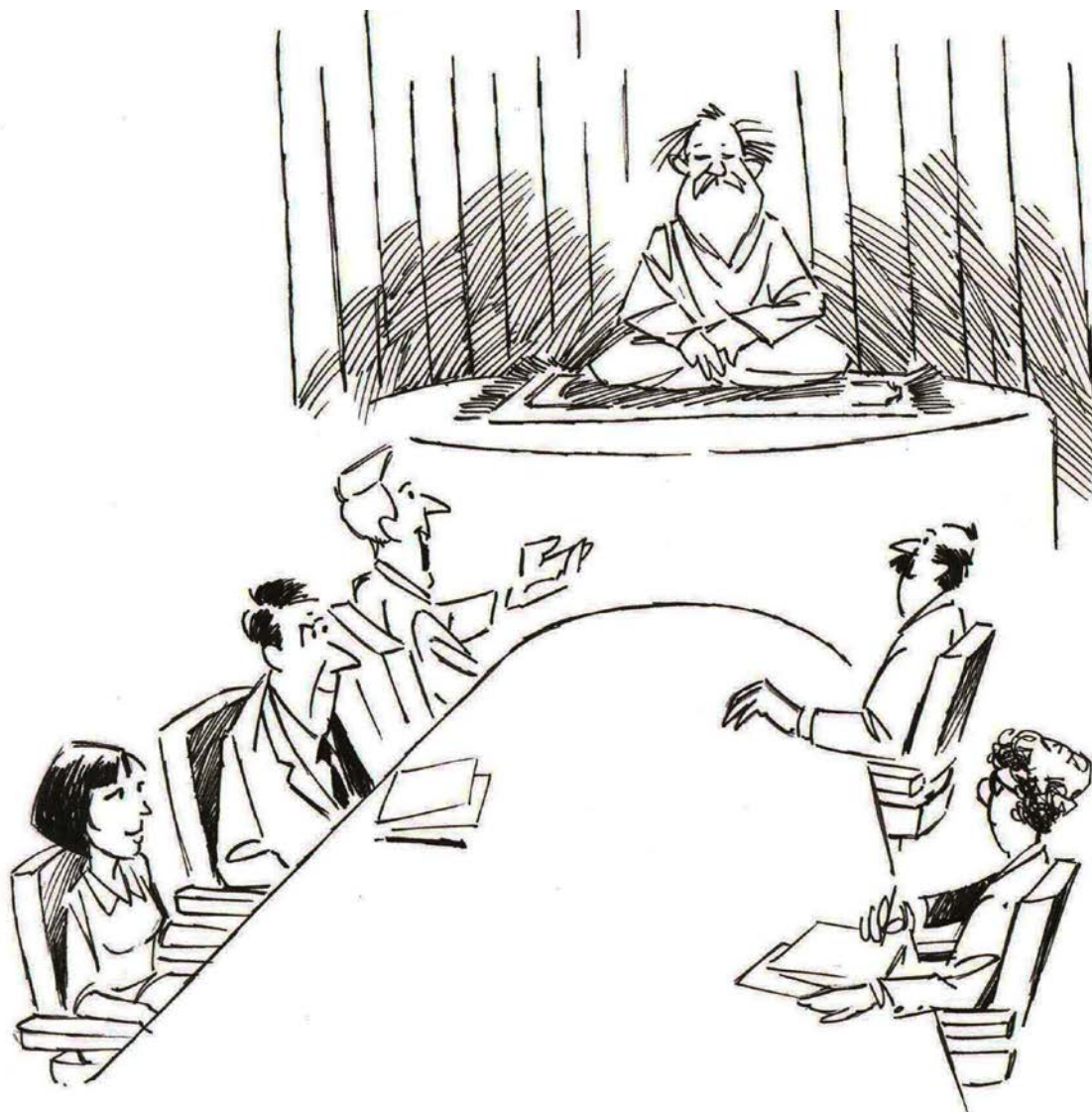
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#WPM

N A T I O N A L A U T O M O B I L E D E A L E R S A S S O C I A T I O N

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“ Guide us, oh Account Manager.”

The Irony Of The Monthly Review Call



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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:

Google AdWords



craigslist

DEALER.COM



AutoTrader.com

CarCurus



LOT LINX

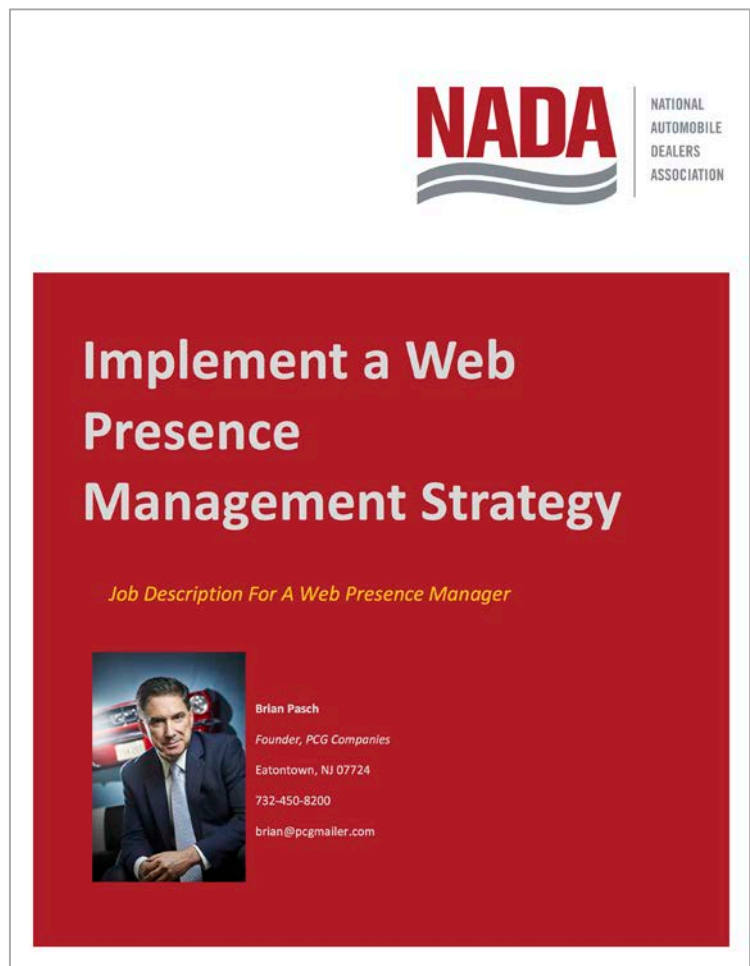


Defined: Web Presence Manager (WPM)

- WPM is an employee in the dealership who inspects 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

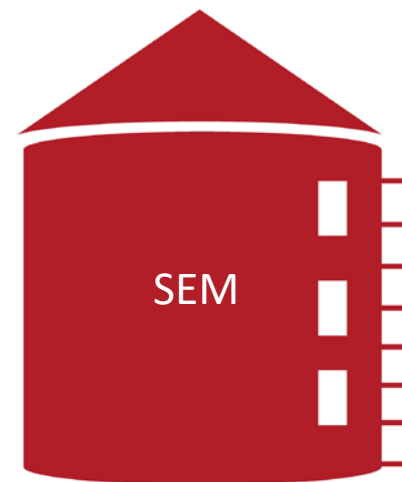
Time To Promote The 2015 Hyundai Sonata



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SEM Team's Approach: 2015 Sonata

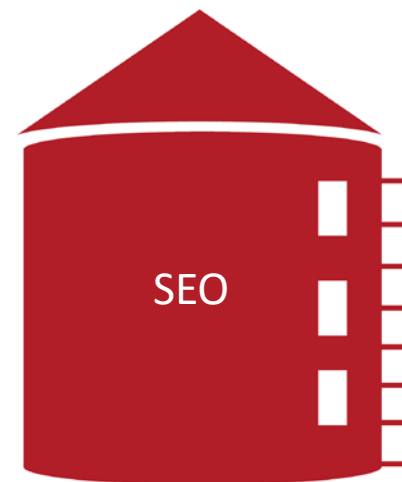
- Research Sonata Keywords
- Create Display Banners
- Drive Clicks To An Existing Search Results Page (SRP)



Results Often Measured In: CPC, CTR, Impressions
Goals Setup? Leads? Calls? VDP Views? Bounce?

SEO Team's Approach: 2015 Sonata

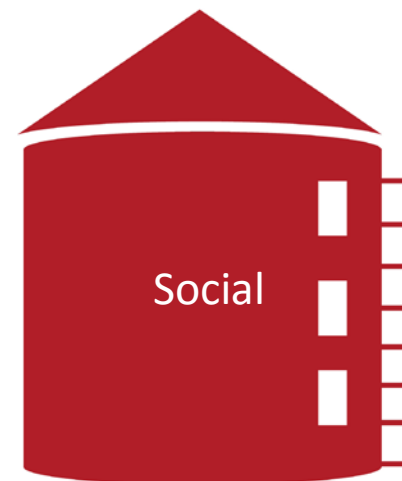
- Research Sonata Keywords
- Locate Stock Graphics / Video
- Create Optimized Content Page
- Internally Link New Page



Results Often Measured In Increased Organic Traffic
Custom Folder? Mobile Friendly? Views? Leads?

Social Team's Approach: 2015 Sonata

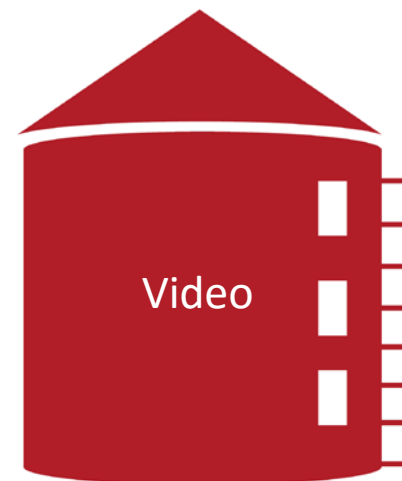
- Create Compliant Graphics
- Create Paid Campaign
- Drive Clicks To An Existing Search Results Page (SRP)



Results Often Measured Reach, Impressions, and Clicks.
UTM Tags? Calls? Leads? VDP Views?

Video Team's Approach: 2015 Sonata

- Create Custom Walk-Around
- Load It On YouTube
- Send Link To Sales Manager



Results Often Measured Video Views.

CRM Utilization? Embed On Web Page? TOS?

Reduce Silos – Create A WPM Team



Stop Pretending That Everything Is
NOT Connected

The Building Blocks of Online Ad Campaigns





- 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



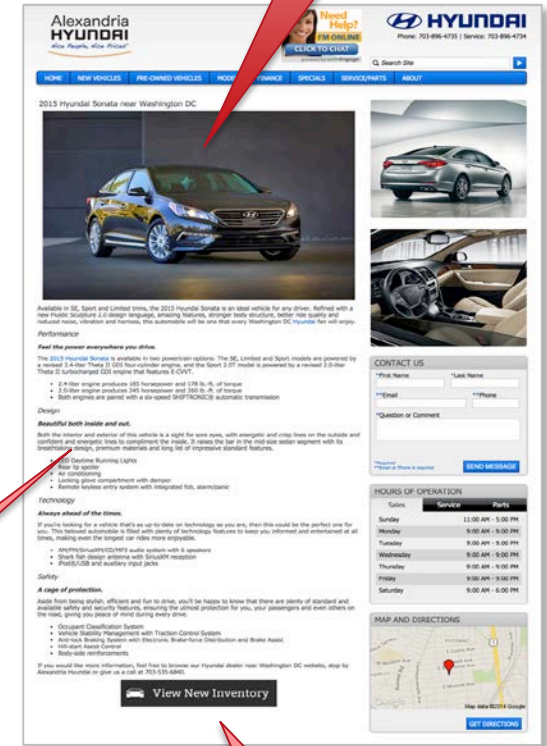
Facebook campaign targeting Hyundai owners and previous customers who purchase a Sonata from the dealership. *(don't forget Twitter)*



Google AdWords campaign buying keywords associated with low funnel Hyundai Sonata shoppers.



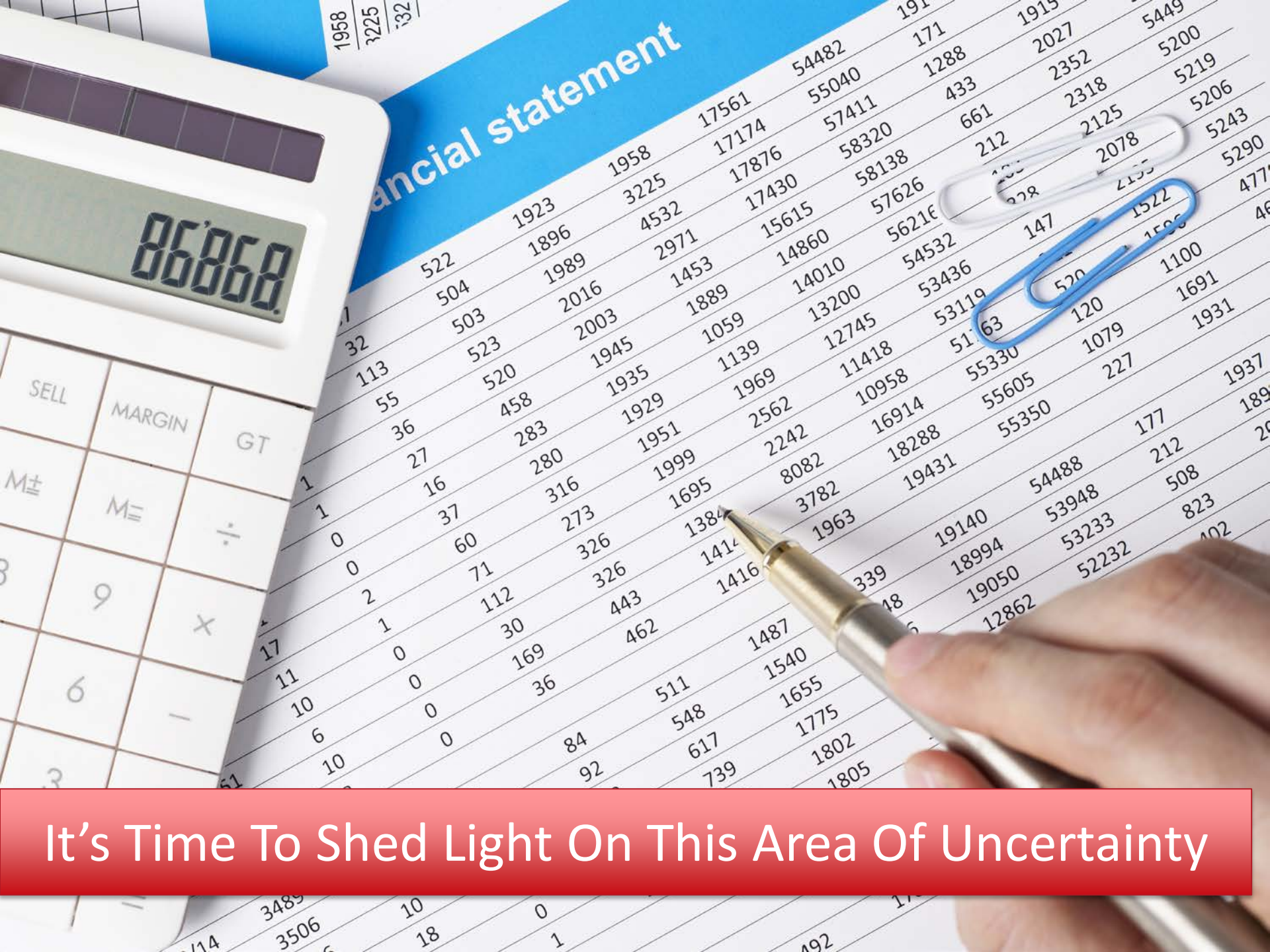
Use custom content page in CRM email templates and newsletter to increase utilization and ROI.



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

LEADERSHIP

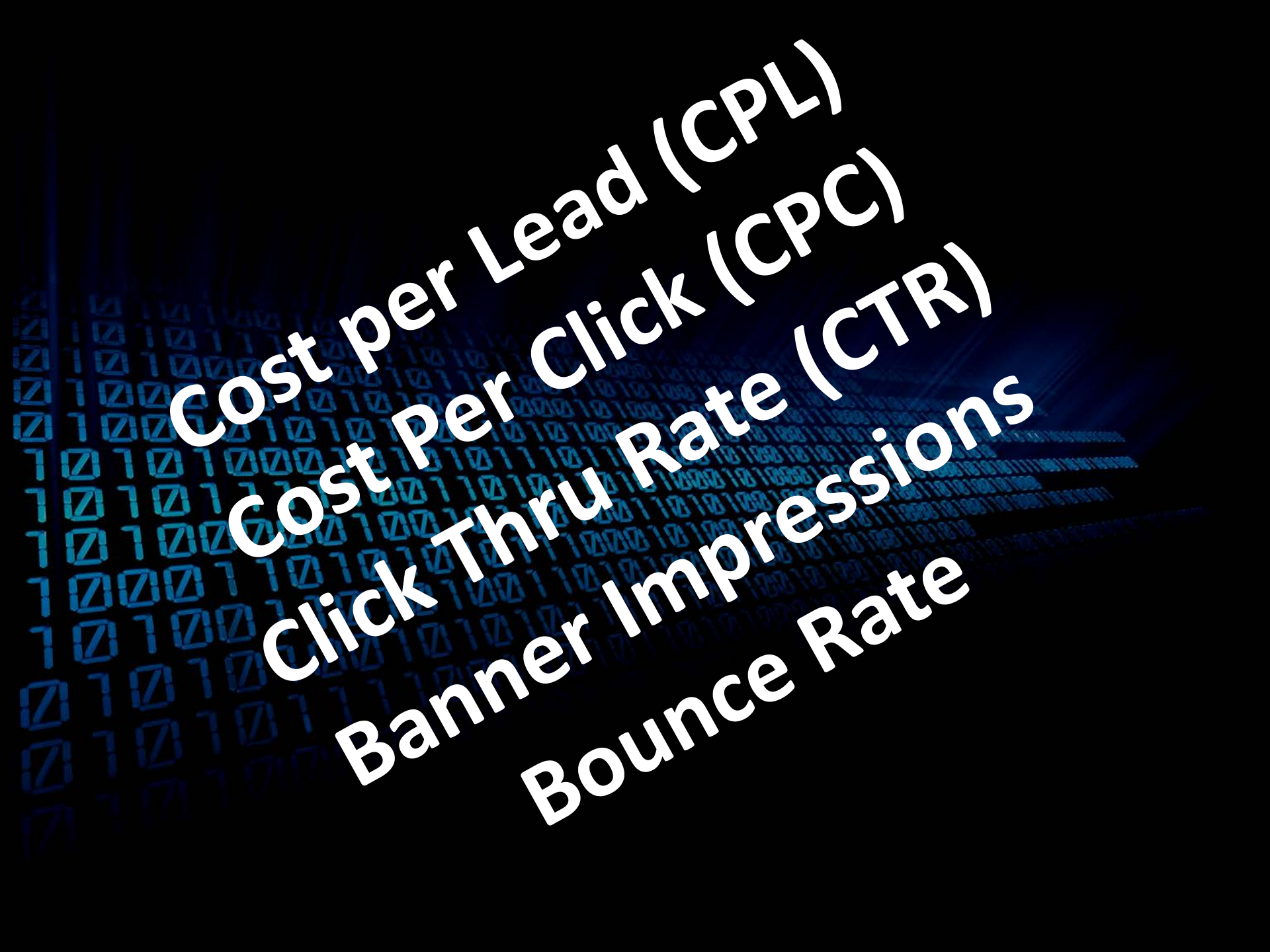
SKILLS TRAINING
TEAM LEADERSHIP
COMMITMENT
MANAGER
INNOVATION
MOTIVATION
STRENGTH
DELEGATING
MANAGEMENT
RISK GROUP
CONDUCT
EMOTIONAL
DIRECTING
MISSION
BUSINESS PHILOSOPHY
SOLUTION
LEADER
COLLABORATION
MEMBER
ABILITY
COMPANY
RESPECT
GOAL
VISION
COMMERCE
COACHING
PEOPLE
DISCIPLINE
POWER
TEAMWORK
SUCCESS
COMPETENCE



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.





Cost per Lead (CPL)

Cost per Click (CPC)

Click Thru Rate (CTR)

Banner Impressions

Bounce Rate

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



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.



Sales 701-757-6185
2700 South Washington St, Grand Forks, ND 58201

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Call Now Sales: 701-757-6185

Dealership: Rydeell Chevrolet Buick GMC Cadillac

2015 Buick LaCrosse Premium II

★★★★★ Rating: 4.5 (2) Reviews Edmunds.com

Body Style: 4dr Car
Model Code: 02189
Engine: 6 Cyl - 3.6L
Transmission: Automatic
Drive Type: FWD
Est. Color: Champagne Silver Metallic
Int. Color: Cashmere
Mileage: 16,489
VIN #: 1G4GP5339P225208
Stock #: 271950X

Rydeell Best Price: \$28,999

Please Note: Due to our quickly changing inventory, it's in your best interest to either CALL US at (701) 757-6185 or send your contact info using the form below to ensure this vehicle is still in stock. We're at your service!

[Check Vehicle Availability](#)

MY Virtual Deal
Click to create your deal now!

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[Video](#) [Exterior](#) [Interior](#)

Features **Options** **Specs** **Warranty**

Description

GM Certified Pre-Owned, 5-Year/100,000-Mile Standard CPO Maintenance Plan, 12-Month/12,000-Mile Bumper-to-Bumper Warranty, 5-Year/100,000-Mile Powertrain Limited Auto Warranty, 24/7 Roadside Assistance and Courtesy Transportation, 3-Day/150-Mile Customer Satisfaction Guarantee, 3-month trial of OnStar and SiriusXM Satellite Radio.

Exterior

- Door handles, body-color with chrome strips
- Glass, acoustic, laminated front-side and windshield
- Glass, Solar Ray light tinted
- Grille, chrome waterfall
- Headlamp control, automatic on and off
- Headlamps, halogen composite with flash-to-pass feature automatic on and off, automatic delay and warning buzzer
- Lamp, LED center high-mounted stop/break (CHMSL)
- Lamps, rear stop tail, LED
- Mirrors, outside heated power-adjustable, manual-folding with integrated turn signal indicators, ground illumination and driver-side memory and auto-dimming feature
- Moldings, body-side, bright
- Shutters, front cover grille, active
- Tires, compact spare, T129/70R17, blackwall
- Tires, P245/60R20 all season, blackwall
- Wheel, compact spare, 17" (42.2 cm) steel
- Wheels, 20" (50.8 cm) machine-faced Silver painted aluminum
- Windshield, solar absorbing

Monique Lamoureux GMC

I'm Interested

First Name

Last Name

Email Address

Phone Number

Comments

☐ Is this vehicle still available?

☐ I would like to get pre-approved

☐ I am trading in my vehicle

[Submit](#)

Customers who viewed this vehicle also viewed

2015 Chevrolet Sonic LT
Price: \$13,999
Mileage: 739
Body Style: 4dr Car
Transmission: Automatic
Est. Color: Black Granite Metallic

[Details](#)

2014 Chevrolet Impala Limited LTZ
Price: \$16,999
Mileage: 27689
Body Style: 4dr Car
Transmission: Automatic
Est. Color: Crystal Red Tintcoat

[Details](#)

2011 Buick Lucerne CX
Price: \$10,499
Mileage: 79402
Body Style: 4dr Car
Transmission: Automatic
Est. Color: Champagne Silver

[Details](#)

Visit our Store

Rydeell Chevrolet Buick GMC Cadillac
2700 South Washington St
Grand Forks, ND 58201
Latitude 47.8906, Longitude 97.0485
Phone: 701-757-6185

While we make every effort to ensure the data listed here is correct, there may be instances where some of the factory rebates, incentives, options or vehicle features may be listed incorrectly as we get data from multiple data sources. PLEASE MAKE SURE to confirm the details of this vehicle (such as what factory rebates you may or may not qualify for) with the dealer to ensure its accuracy. Dealer cannot be held liable for data that is listed incorrectly.

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

	A	Name Box	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1																					
2			Monthly Marketing Review (padded with random data)																		
			ON YOUR WEBSITE									ON THIRD PARTY WEBSITES						TOTALS			
		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
3	Strategy																				
4																					
5	Google SEM	\$3,999	3,500	3,000	55	100	15	2	172	6,500	2.17							6,500	\$0.62	172	\$23.25
6	Google Display	\$1,400	1,000	925	2	5	1	0	8	1,400	1.51							1,400	\$1.00	8	\$175.00
7	Google Retargeting	\$1,000	678	650	10	30	3	5	48	1,000	1.54							1,000	\$1.00	48	\$20.83
8	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
9	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
10	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
11	Instagram Advertising	\$500	230	223	30	11	3	3	47	150	0.67	3,000	1			1	55	205	\$2.44	48	\$10.42
12																					
13	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
14	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
15	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
16	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
17																					
18	Managed Chat	\$995					200	5	225	200	0.34							200	\$4.98	225	\$4.42
19	Equity Mining Campaigns	\$1,500	1,200	1,150	5	4			9	700	0.61							700	\$2.14	9	\$166.67
20	Conquest Email Marketing	\$2,500	1,200	1,000	20	10			30	2,000	2.00							2,000	\$1.25	30	\$83.33
21	CRM Email Referral Traffic	\$100	5,500	4,800	100	200			300	9,000	1.88							9,000	\$0.01	300	\$0.33
22																					
23																					
24																					
25																					
26																					
27																					
28																					
29																					
30																					
31	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

Monthly Marketing Review (padding)

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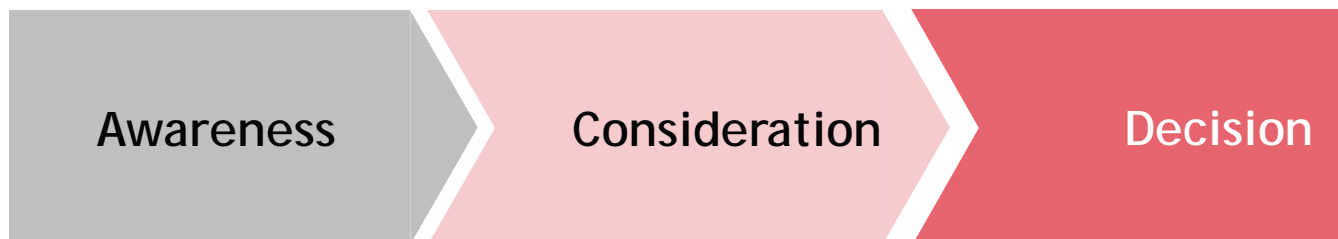


Dealers who start to look at the business in terms of **Web Presence Management** and who measure today's **Key Performance Indicators** will optimize the outcomes of their business investments.



Benefits

Example: Auto Buyer's Journey



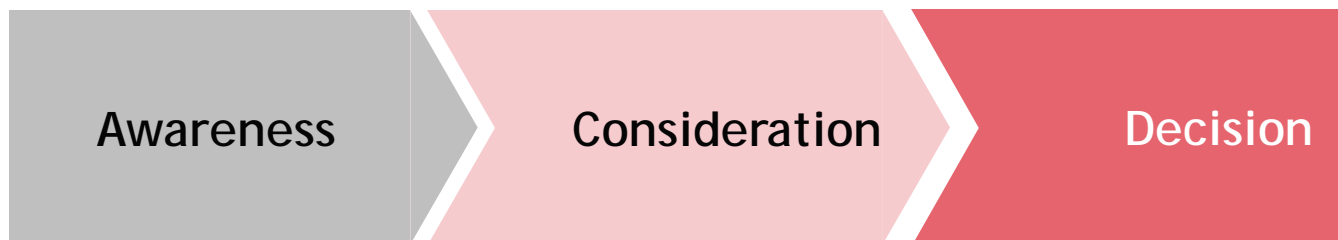
"What cars get the best gas mileage?"

"Toyota Prius vs. Honda Fit"

"Prius dealers near Alexandria"

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

The Bold Reality For Dealers



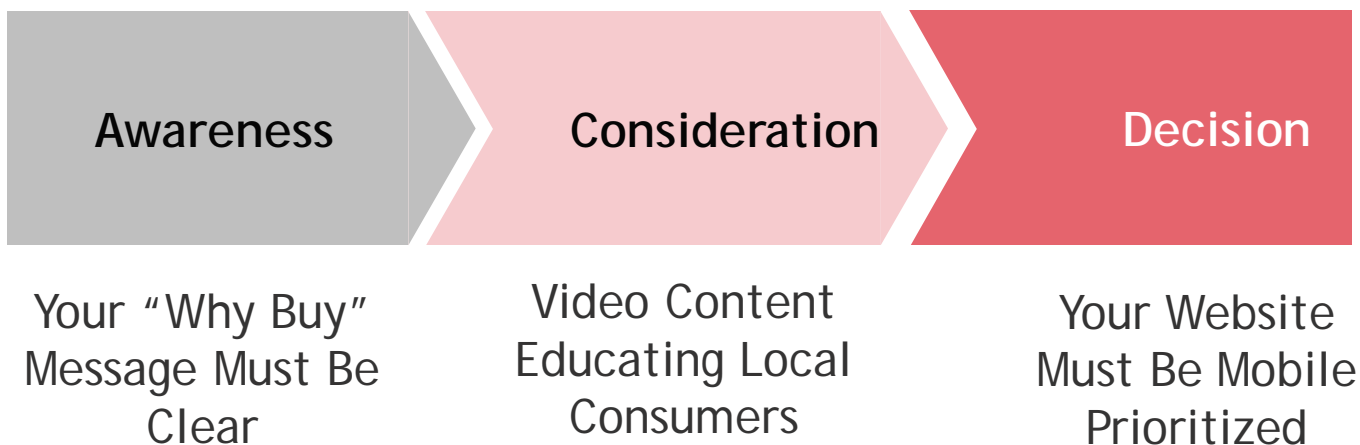
Manufacturer

Third Parties

Dealers

Is It Wise To Wait and Hope To Catch The Low Funnel Buyer?

Re-Thinking Your Web Presence Strategy



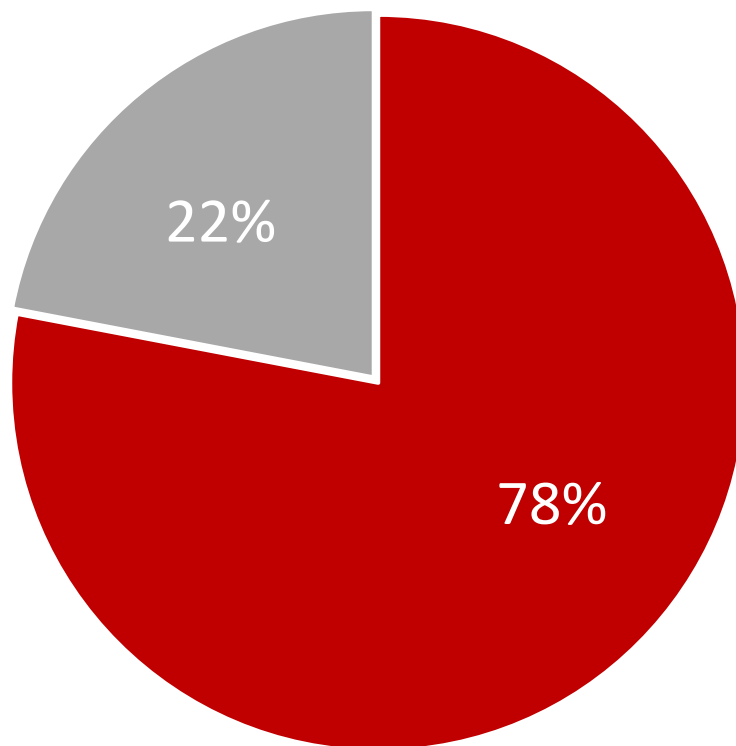
Do You Have A Plan To Get Everyone To Help You?

MERCHANDISE



Would you want to see actual photos of the NEW vehicle or would you be satisfied to see stock photos taken by the manufacturer?

Over 1,000 Consumers Surveyed

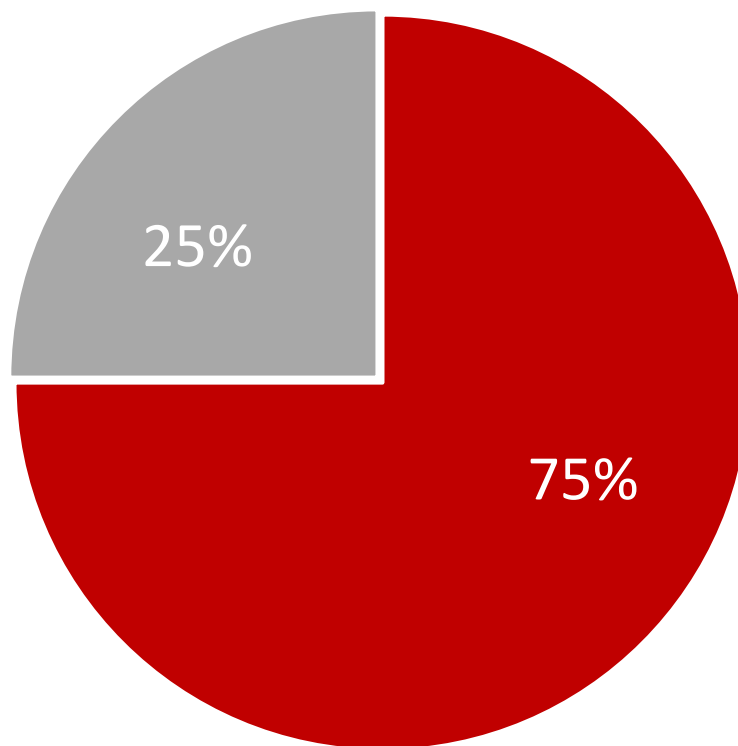


■ Dealer Photos Preferred ■ Stock Photos Are Fine



Before you call/visit a local auto dealer, will you read their online reviews? (i.e. Google, Yelp)

Over 1,000 Consumers Surveyed

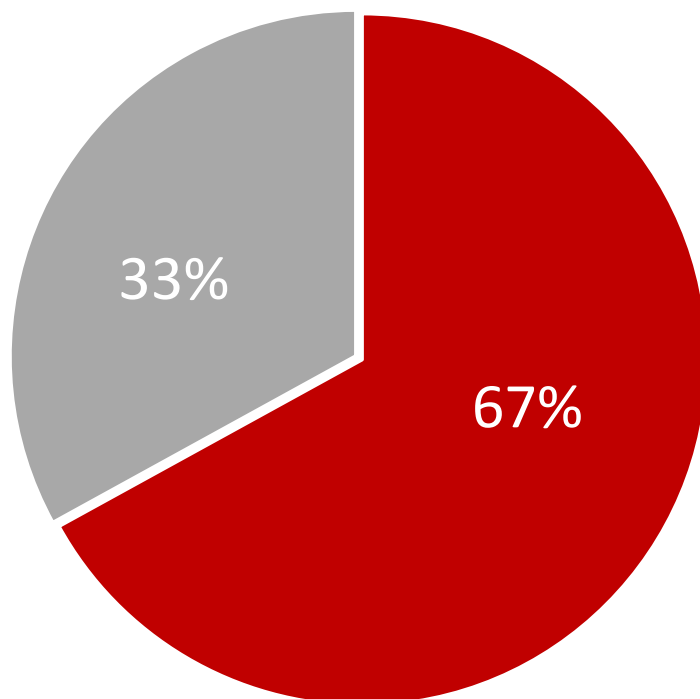


■ Yes ■ No



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

Over 1,000 Consumers Surveyed



- 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
Create
Marketing
Silos



Work As A Team – Drive Measurement

A woman with dark, curly hair is sitting at a dark table. She is wearing a white button-down shirt. She has a thoughtful expression, with her right index finger pointing up to her chin. In front of her on the table are three white plastic cups, spaced apart. Her left hand is resting on the table to the right of the cups. The background is a plain, light-colored wall.

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

Budgeting Your Marketing Mix

Number of Cars Sold x Marketing Dollars per Car = Marketing Budget

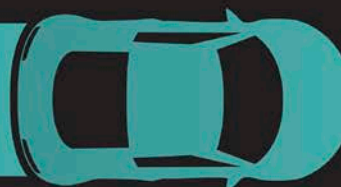
First Tier - Non-Negotiable

Website Merchandising, Responsive Dealership Website,
Website Content, Call Tracking, Managed Chat, Equity Mining,
Video Production, Call Monitoring & Alerts



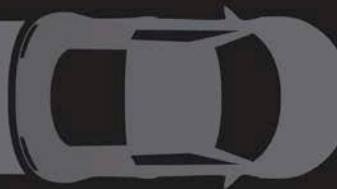
Second Tier

Google Adwords, Google Retargeting, Social Media
Advertising, SEO, Lead Nurturing Incentives, Conversica
Lead Engagement, KBB Instant Cash Offer, Direct Mail



Third Tier

LotLinx, CarGurus, Third Party Classifieds,
Reputation Management & Monitoring, Email
Marketing Campaigns, Third Party/OEM Leads



Experimental

Test New Ideas & Products
that come to market



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Budget Line Items Prioritized

Included in
handouts

	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 Nurturing 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	

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

Questions?

Implement a Web Presence Management Strategy



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