

Implement a Web Presence Management Strategy



Brian Pasch

Founder

PCG Companies

Eatontown, New Jersey

732-45-8200

Brian@pcgmailer.com



@automotiveseo

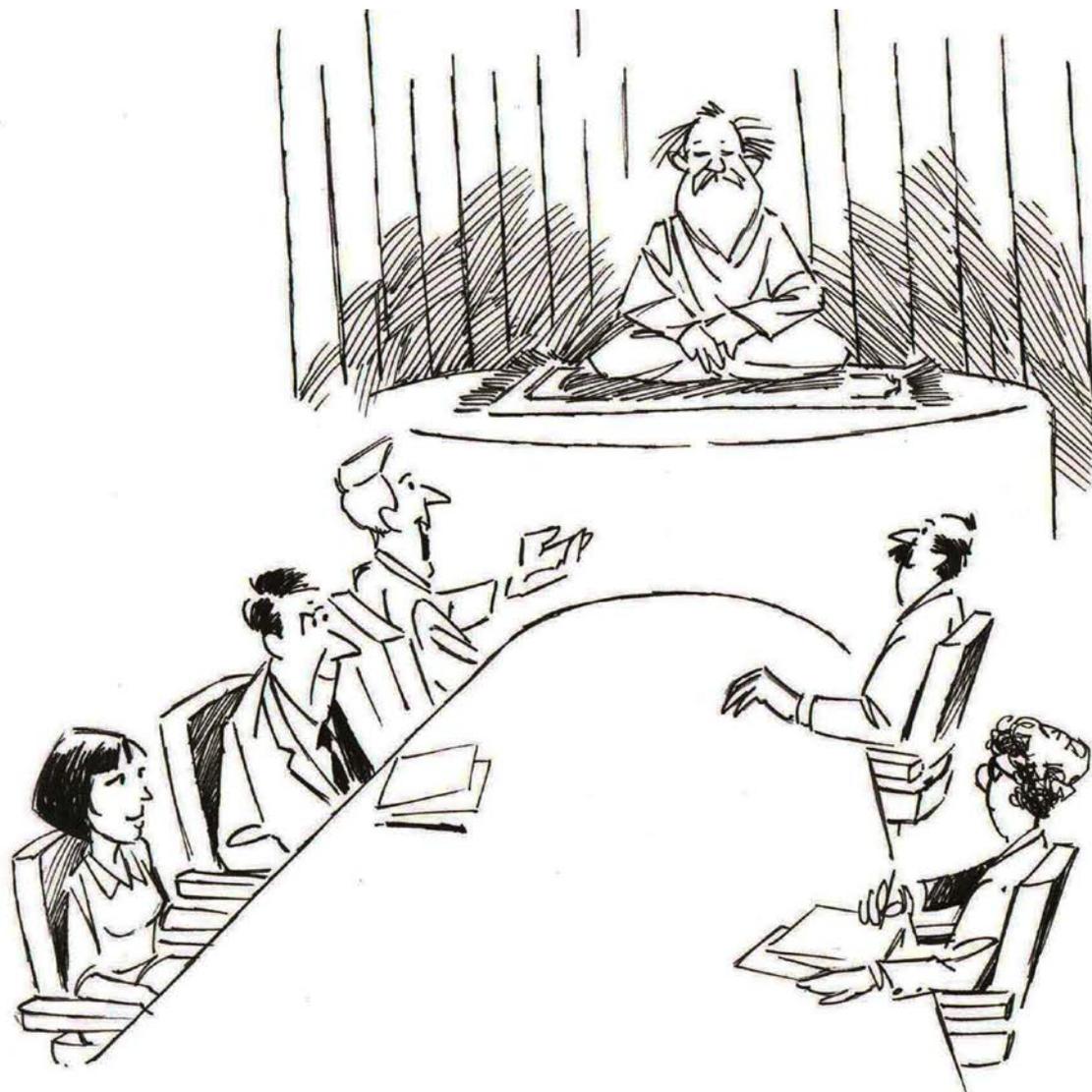
#NADA2016

#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

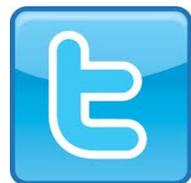


Workshop Road Map

- 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

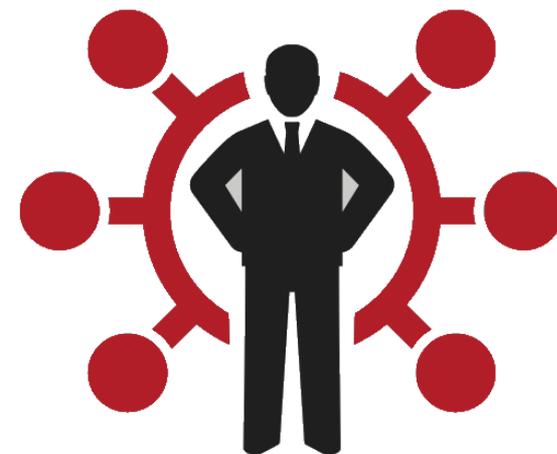
Defined: Web Presence Management

Managing content, placement, and first impressions for consumers using the Internet:



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



Implement a Web Presence Management Strategy

Job Description For A Web Presence Manager



Brian Pasch
 Founder, PCG Companies
 Eatontown, NJ 07724
 732-450-8200
 brian@pcgmailer.com

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

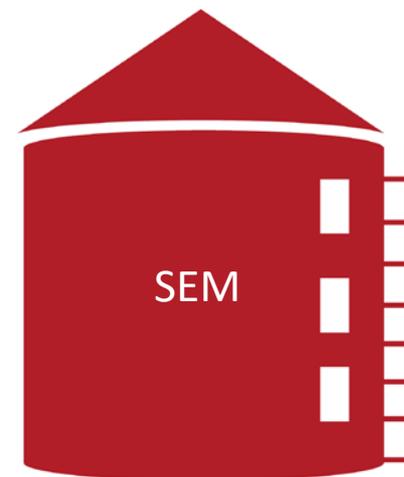
Time To Promote The 2015 Hyundai Sonata



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SEM Team's Approach: 2015 Sonata

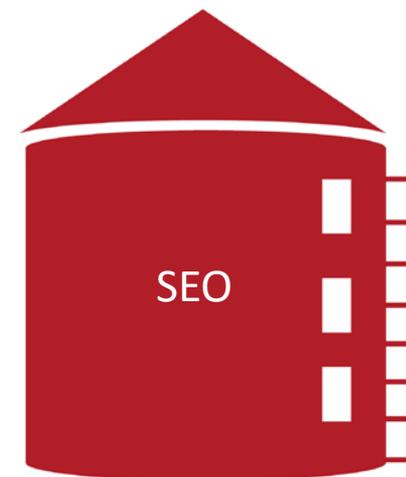
- Research Sonata Keywords
- Create Display Banners
- Drive Clicks To An Existing Search Results Page (SRP)



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

SEO Team's Approach: 2015 Sonata

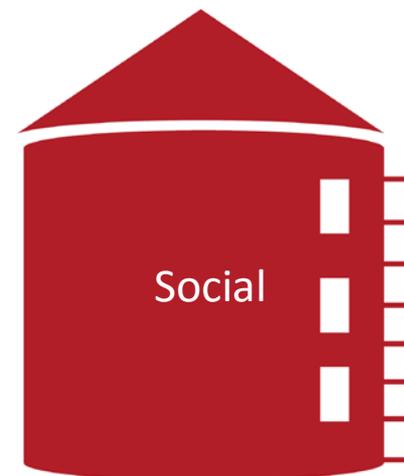
- Research Sonata Keywords
- Locate Stock Graphics / Video
- Create Optimized Content Page
- Internally Link New Page



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)

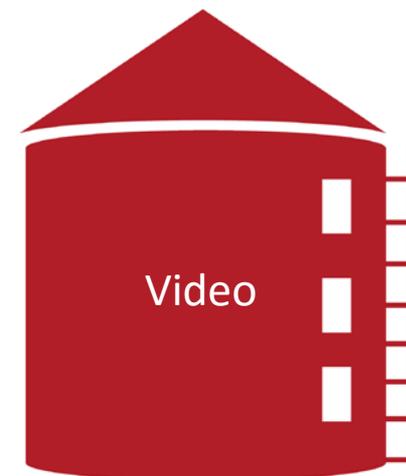


Results Often Measured Reach, Impressions, and Clicks.

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.



Alexandria HYUNDAI
Alex. Area, Alex. Area

Need Help?
CALL US NOW
CLICK TO CHAT

HYUNDAI
Phone: 703-896-4700 | Service: 703-896-4700

HOME NEW VEHICLES PRE-OWNED VEHICLES FINANCE SPECIALS SERVICE PARTS ABOUT

2015 Hyundai Sonata near Washington DC

Available in SE, Sport and Limited trims, the 2015 Hyundai Sonata is an ideal vehicle for any driver. Equipped with a new Fluidic Sculpture 2.0 design language, stunning features, stronger body structure, better ride quality and reduced noise, vibration and harshness, this automobile will be one that every Washington DC Hyundai fan will enjoy.

Performance

Feel the power everywhere you drive.

The 2015 Hyundai Sonata is available in two powertrain options. The SE, Limited and Sport models are powered by a revised 2.4-liter Theta 2 I-4 16-valve engine, and the Sport 3.0T model is powered by a revised 3.0-liter Theta 2 turbocharged GDI engine that features iCVT.

- 2.4-liter engine produces 185 horsepower and 178 lb.-ft. of torque
- 2.0-liter engine produces 241 horsepower and 203 lb.-ft. of torque
- Both engines are paired with a six-speed SHIFTRONIC automatic transmission

Design

Beautiful both inside and out.

Both the interior and exterior of this vehicle is a sight for sore eyes, with energetic and crisp lines on the outside and confident and energetic lines to complement the inside. It raises the bar in the mid size sedan segment with its breathtaking design, premium materials and long list of impressive standard features.

- LED Daytime Running Lamps
- Mirror to spoiler
- Air conditioning
- Locking glove compartment with dampen
- Limited edition entry system with integrated fob, alarm/panic

Technology

Always ahead of the times.

If you're looking for a vehicle that's as far to the future on technology as you are, then this could be the perfect one for you. This hybrid automobile is filled with plenty of technology features to keep you informed and entertained at all times, making each the longest car rides more enjoyable.

- Navigation/collectiveMP3 audio system with 8 speakers
- Shark fin design antenna with SMART reception
- HD Radio/USB and auxiliary input jacks

Safety

A cage of protection.

Ahead from being stolen, efficient and fun to drive, you'll be happy to know that there are plenty of standard and available safety and security features, ensuring the utmost protection for you, your passengers and your other on the road, giving you peace of mind every drive.

- Occupant Classification System
- Vehicle Stability Management with Traction Control System
- Anti-lock Braking System with Electronic Brake-force Distribution and Brake Assist
- Air-side curtain Curtain
- Side-impact door beam
- Side-impact reinforcements

If you would like more information, feel free to browse our Hyundai dealer near Washington DC website, stop by Alexandria Hyundai or give us a call at 703-896-4700.

[View New Inventory](#)

CONTACT US

*First Name *Last Name
**Email **Phone
*Question or Comment

[SEND MESSAGE](#)

HOURS OF OPERATION

Sales	Service	Parts
Sunday	11:00 AM - 5:00 PM	
Monday	9:00 AM - 5:00 PM	
Tuesday	9:00 AM - 5:00 PM	
Wednesday	9:00 AM - 5:00 PM	
Thursday	9:00 AM - 5:00 PM	
Friday	9:00 AM - 5:00 PM	
Saturday	9:00 AM - 6:00 PM	

MAP AND DIRECTIONS

Test reducing text

Change To Two buttons

What Is Holding You Back?



Do you really want 20 different reports on your desk?



Financial statement

1958	3225	522	1923	1958	17561	54482	191	1915	5449
32	504	504	1896	3225	17174	55040	171	2027	5200
113	503	503	1989	4532	17876	57411	1288	2352	5219
55	523	520	2016	2971	17430	58320	433	2318	5206
36	458	458	2003	1453	15615	58138	661	2125	5243
27	283	280	1945	1889	14860	57626	212	2078	5290
16	280	280	1935	1059	14010	56216	100	1522	477
37	316	316	1929	1139	13200	54532	100	1506	46
0	273	273	1951	1969	12745	53436	147	1100	1931
0	326	326	1999	2562	11418	53119	63	1079	1691
2	326	326	1695	2242	10958	5163	520	1100	1931
1	443	443	1384	8082	16914	55330	120	1691	1931
0	462	462	1414	3782	18288	55605	1079	1691	1931
0	511	511	1416	1963	19431	55350	227	1931	1931
10	548	548	1487	339	19140	54488	177	1931	1931
6	617	617	1540	48	18994	53948	212	189	189
10	739	739	1655	5	19050	53233	508	20	20
	1802	1802	1775		12862	52232	823		
	1805	1805					402		

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



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
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Rydel Chevrolet Buick GMC Cadillac Used Vehicles / 2015 / Buick / LaCrosse / Premium II
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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 #: 1G4K55339P223208
Stock #: 271950X

Rydel 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
Call to create your deal now!

[Create Your Deal](#)

75
Vehicle Views

1
Vehicle Inquiries

Call Now Sales: 701-757-6185
Dealership: Rydel Chevrolet Buick GMC Cadillac

Features Options Specs Warranty

Description

GM Certified Pre-Owned, 2-Year/30,000-Mile Standard CPO Maintenance Plan, 12-Month/12,000-Mile Burn-in-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 Play light tinted
- Grille, chrome waterfalls
- Headlamp controls, automatic on and off
- Headlamps, halogen components 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/T0R17, 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: 27693
Body Style: 4dr Car
Transmission: Automatic
Est. Color: Crystal Red Tricoat

[Details](#)



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

[Details](#)

Visit our Store

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



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?

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.

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)																				
ON YOUR WEBSITE										ON THIRD PARTY WEBSITES						TOTALS				
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



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.

A pair of hands is shown from the left and right, gripping the dark wooden frame of a door. The door is open, revealing a bright, sunny landscape. The foreground is a lush green field of grass, and the background is a clear blue sky with a bright sunburst effect and some white clouds. The word "Benefits" is written in large, white, sans-serif font across the center of the image.

Benefits

Example: Auto Buyer's Journey



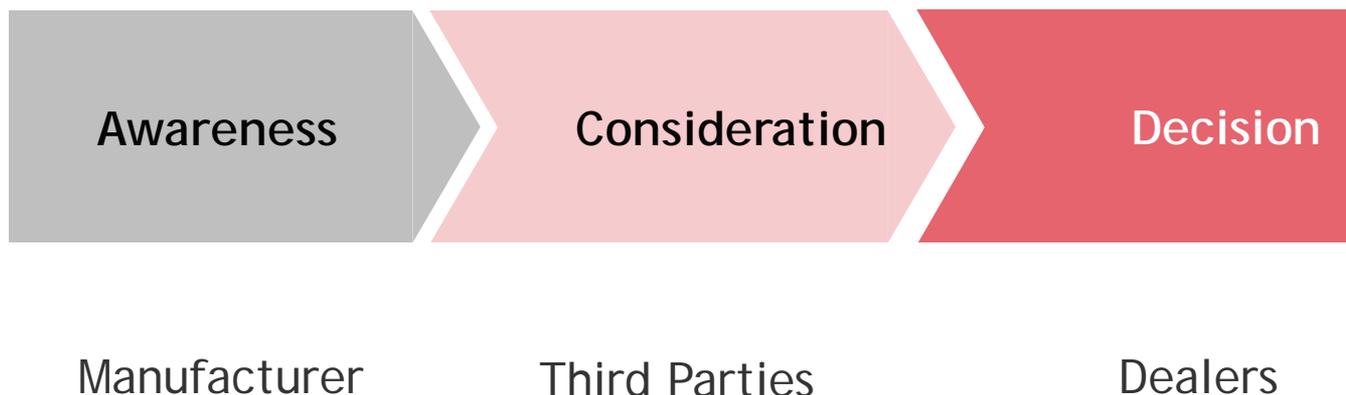
"What cars get the best gas mileage?"

"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



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

Re-Thinking Your Web Presence Strategy



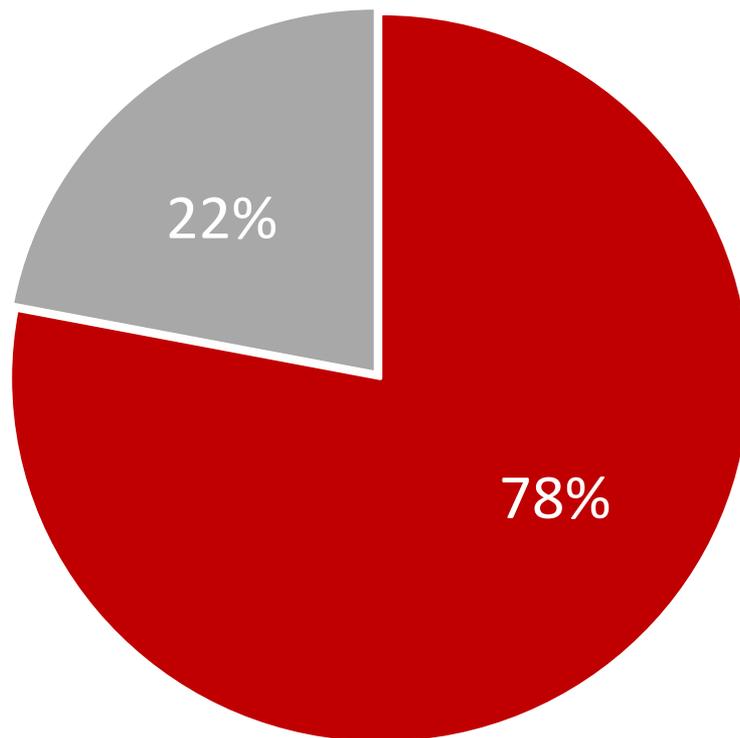
Do You Have A Plan To Get Everyone To Help You?

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

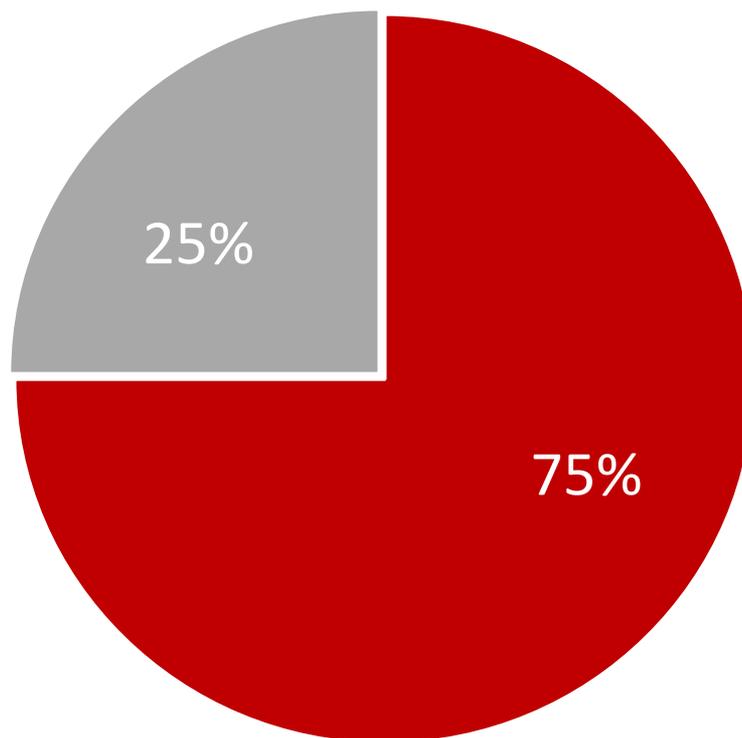


■ Dealer Photos Preferred ■ Stock Photos Are Fine



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

Over 1,000 Consumers Surveyed

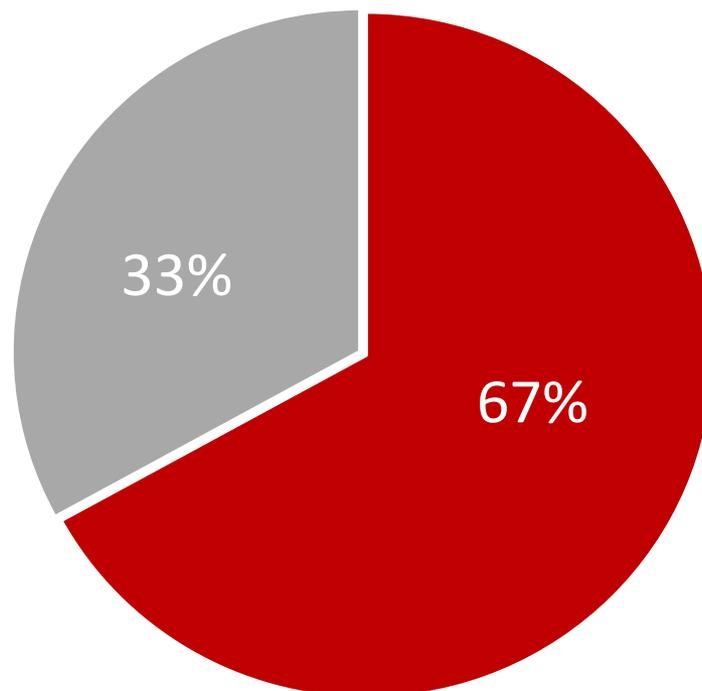


■ Yes ■ No



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, wearing a light-colored button-down shirt, is sitting at a dark table. She has a thoughtful expression, with her right hand raised to her chin and her eyes looking down. On the table in front of her are three white plastic cups. Her left hand is resting on the table, palm up, near the rightmost cup. 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

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 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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732-45-8200

Brian@pcgmailer.com



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