

# Stop the Digital Merry-Go-Round and Go Sell



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### **Learning Objectives**

Upon the completion of this workshop, you will:

- Recognize how the traditional buying funnel has changed
- Understand the technologies and processes that drive website traffic
- Utilize technology and communication strategies to increase engagements
- Implement the steps required to stop the merry-go-round, drive showroom visits, and close the sale

### **Test Your Knowledge**

- How many make / model combinations exist in the marketplace today?
- How many models exist in the Sedan segment alone?
- How many model launches are planned for 2017?

## The New Buying Funnel

A 360-Degree Shopping Experience



### The New Buying Funnel – Stats You Can't Ignore\*

- 48% did not purchase the car they originally had in mind
  - Over 50% not Lead Loyal Make
  - 70% **not** Lead Loyal Model
  - 40% not Lead Loyal New
  - 17% **not** Lead Loyal Used

Autobytel contracts with IHS Automotive, a leading provider of market insights and measurement solutions driven by Polk Data, to statistically
measure the performance of leads submitted through the Autobytel Network.

### The Consumer Journey

- 24 average touchpoints, 19 of which are digital. Examples:
  - Searched on Google
  - Visited an OEM website
  - Visited a dealer website
  - Requested a quote online
  - Used mobile on lot

### **Consumer Path to Purchase**

toyota -> jeep -> jeep -> avant-gardens miami, fl -> avant-gardens miami, fl -> mazda -> mazda -> mazda -> 2014 nissan altima coupe -> 2014 nissan altima coupe -> 2014 nissan altima coupe -> nissan -> subaru -> 2014 nissan altima coupe -> 2014 nissan altima coupe -> 2014 nissan altima coupe -> ferrari -> ferrari -> ford -> ford -> ford -> lincoln -> lincoln -> mazda -> subaru -> toyota -> toyota -> jeep -> mazda -> nissan -> nissan -> nissan -> subaru -> toyota -> jeep -> ford -> ford -> nissan -> subaru -> subaru -> toyota -> toyota fj cruiser mpg -> jeep -> jeep -> jeep -> jeep wrangler unlimited mpg -> toyota fj cruiser mpg -> jeep wrangler unlimited mpg -> toyota fj cruiser mpg -> jeep -> jeep -> jeep -> jeep wrangler unlimited mpg -> jeep > jeep -> jeep grand cherokee 2014 -> jeep -> jeep -> jeep grand cherokee 2014 -> chevrolet -> chevrolet -> chevrolet -> chevrolet dealers miami -> chevrolet dealers miami -> chevrolet dealers miami -> gmc -> nissan -> nissan -> nissan -> chevrolet -> chevrolet -> chevrolet -> chevrolet -> chevrolet -> miami chevrolet -> s nissan -> nissan -> nissan -> nissan -> nissan -> nissan -> chevrolet -> ford -> ford -> jeep -> jeep -> jeep -> jeep -> nissan -> nissan -> nissan -> nissan -> nissan -> subaru -> toyota -> list suvs by gas mileage e -> jeep -> jeep -> jeep -> jeep -> chevrolet -> chevrolet -> kendall dodge chrysler jeep -> kendall dodge chrysler jeep -> kendall dodge chrysler jeep -> kendall dodge -> kendall dodge chrysler jeep -> kendall dodge chrysler jeep -> kendall dodge chrysler jeep -> palnet dodge -> planet dodge -> planet dodge miami -> planet dodge miami -> planet dodge miami -> is cruis3e congrol standard on jeep aptriot -> is cruise control standard on jeep patriot -> jeep -> jeep dealers miami florida -> jeep dealers miami florida -> jeep dealers miami florida -> jeep patriot specs -> jeep power value group -> kendall dodge chrysler jeep -> kendall dodge chrysler jeep -> trim for jeep patriot interior -> trim for je dealers miami -> jeep dealers miami -> jeep dealers miami -> jeep dealers south florida -> jeep dealers miami -> jeep deal dealers south florida -> jeep dealers south floridaf

Source: Google/Millward Brown Automotive Path To Purchase September 2015

PURCHASED IEEP

### **Fantasy Versus Reality**

- Tiffany dreams of a Ferrari
- Tiffany has the budget for a pre-owned BMW X5

### Where the Journey Leads\*

- More time online
  - 16.8 hours in 2015, up from 15.5 hours in 2014 and 13.8 hours in 2013
- Less dealership visits
  - 1 2 dealership visits today, down from 5 in 2005
- 77% of consumers are undecided at their start of their journey

### **Consumers Quicker to Purchase**

- 89% of purchasers in-market for 3 months or less
  - Compared to 83% in 2014
- 69% of purchasers in-market for 2 month or less.
  - Compared to 58% in 2014

### The Merry-Go-Round Effect



- Goal #1: Visit your website / Get traffic.
  - Best practice tactics
  - Technologies / Emerging, such as Vertical Advertising
- Goal #2: Visit your dealership / Stop the merry-go-round.
  - Best practice tactics
  - Technologies / Emerging, such as Virtual Showrooms and Compliant Texting

### **Consumer Loyalty**

<sup>\*</sup>Source: Google/Millward Brown Automotive Path To Purchase September 2015



• 43% of

defect

17% of

new car purchasers to used\* used car purchasers

### defect to new\*

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# A Slice of Reality Pie

- Want Can't
- Can Won't
- Can Will

# **Challenge Your Process!!!**

• Don't take the vehicle of interest too literally!





Vehicle of interest



# Tips of the Trade

- Get consumers to your site.
- Provide the info and tools to get them off the merry-go-round and into your store.
- End every email with a question?
- Answer three questions: "Who, How, and What?"
- Put fork in road on first call, offer used at Day 30.
- Always have a reason to call! Talk about vehicles on trade.
- Know how to answer objections "I was just looking."