

testdriveanycar.com

Leads for selling cars & vans 24/7

HOW TO SUPERCHARGE YOUR DEALERSHIPS GROWTH

(USING THESE SIMPLE
ADVERTISING STRATEGIES)



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QUICK EXERCISE:

To determine the quality of your “Online Marketing” strategy.

- 1) Open up a new tab in your browser and go onto your company’s website, and click through a few pages.
- 2) Now go onto Facebook. As you scroll through all the news and updates. Are you seeing your company’s ads or messages? Who’s ads do you recognise?

If you are not seeing your advertising messages, you have a huge gap in your marketing setup?

You are not driving that traffic back to your website, which is a problem as you are not repeating your company’s messages, which is key to marketing.

Over 90% will leave your website without taking any further action.

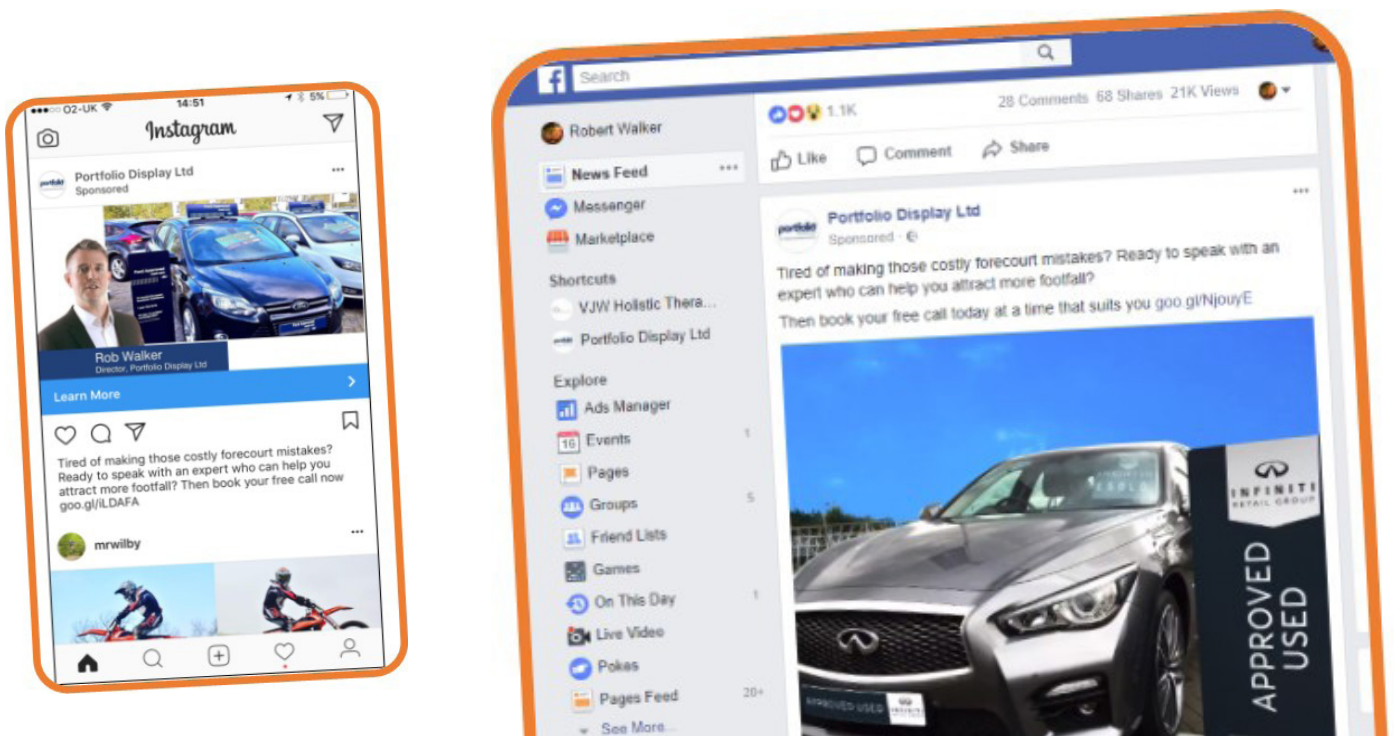
1 REMARKETING

Paying to advertise on Social Media to promote your company's services is vital in this digital age.

BUT...

It's what you do with your advertising messages, that separates the real winners from the other 98% of companies.

The key to marketing is repetition, which I will keep pointing out. Did you know there are ways you can follow your website visitors, and existing database of customers, so that they continue to receive your messages, after they've left your website?



1 REMARKETING

Around 98% of your website visitors will not take any action. You can check your Google Analytics data to find this number, by seeing what % of people made contact with you.

If 98% are leaving and never coming back, what should you be doing? You need to be driving that traffic back to your site, and showing them your messages and brand, again, and again and again.

It used to be said that a new customer, will need to see your brand and messages on average 7 times.

From my own experience this is now at least 10, 20 or 50 times plus. The reason for this is too much clutter and too many distractions across the web.

The only way you can do this is through repetition. So Remarketing is essential for your marketing strategy.





VIDEO CONTENT TO PROMOTE YOUR COMPANY OR EVENT

If you're going to use social media to promote your dealerships and events, then using VIDEO is our next recommendation.

WHY?

Video's get watched by over 90% of people surfing the web each day!

Most people don't always intend to watch a video, they just end up doing so.

All the key social media platforms understand that Video is now a vital part of their paid advertising mix.

If you can hit your prime audience, why aren't you using video to promote your company or events?



3

LOCALISED ADVERTISING

If you are going to spend money on advertising, make sure the people you are hitting are in the locations of your Dealerships.

With localised advertising – you can now hit your prime audience with pin point accuracy.

Using a number of different techniques and your own data, you can programme the social media channels to show your ads to your best customers.

You can also hit your PERFECT CUSTOMER AVATAR within a radius of your dealerships locations.



ABOUT THE AUTHOR

Rob's team specialises in promoting dealerships through the Facebook advertising platform.

Testdriveanycar.com have a proven track record of implementing strategies to help dealerships generate more leads.



To book a FREE Facebook Strategy session: -
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