

AUTOMOTIVE MARKETING CHECKLIST

PROMOTE WHAT YOU HAVE

Parts and Service

- Update ad copy to reflect specials and incentives
- Expand keyword and geo-targeting coverage
- Remember users searching “OEM dealer” may want service

Dynamic Inventory Advertising

- Promote only the inventory you have, including used
- Feature inventory and pricing as early as possible (in ad copy)
- Be consistent across paid, display, video, and social

Car Buying

- “Sell my car” and “trade in my car” are at all-time highs. Implement advertising and landing pages to compete.

GET EFFICIENT

Smart Bidding

- Leverage new smart bidding tactics to increase conversion volume
- Be mindful of “just flipping the switch” as risk of increased CPC’s exists

Tracking

- Ensure you have comprehensive tracking in place that helps you understand what campaigns are driving leads at the lowest cost per lead

SEO

- Write content that’s relevant for today’s landscape (car buying, used, fixed ops)
- Leverage Google’s new “Cars for Sale” functionality

BUILD FOR THE LONG TERM

Branding

- Feeding your funnel and keep your dealership top of mind for users in your market
- When the inventory shortage is over, the ultimate goal is for a user to search your branded name first instead of starting back at the top of the funnel

Social Engagement

- Engage and expand your existing social community across multiple platforms through boosted posts specifically targeted at: fixed ops, car buying/trade-in, used inventory, industry news, and upcoming models

SEO

- Write content that’s relevant for the future (2022 and 2023 models, geo-location category pages, EV, etc.)

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