

Advertising & promotion guide

Let's get motoring

Introduction

As part of MotoNovo's dealer guidance series, this marketing and promotion guide is designed to provide SME dealers with some practical, bite-size tips. Over the series we hope there will be small nuggets that can help every dealer to be that bit more effective with their marketing spend and this will include some traditional 'analogue' thinking alongside digital initiatives.

We aim to de-mystify dealer marketing and keep as many marketing £££s in your pockets while enhancing sales. We hope this 'guerrilla marketing' hits the spot!

When it comes to used car sales, the majority of transactions have continued to be closed in the showroom, but classically, most car buyers' journeys are starting online and very often starting with finance.

Pre-COVID-19, the trend to online purchasing for new cars had been gaining momentum and there were signs that the same was true for used cars. The pandemic has accelerated this trend and going forward, it is crucial that when it comes to used car marketing, dealers think about the online car buying journey to mean:

- **How customers discover their used car**
- **How they find and even arrange their finance**
- **How they conclude the purchase-distance selling/click & collect and the showroom experience**

Dealers have to be ready to support a complete omnichannel experience and to do so cost effectively. We will be giving consideration to all of these factors as the series unfolds.

Cost-effective marketing

Time to be 'lean'

Over recent years, the range of marketing options, primarily online/digital tools, has escalated dramatically and so, for many, have the overall marketing costs. This guide has been created to help dealers to assess the options and develop marketing that gives them the 'best bang for their buck'!

Marketing options

- **Online - your website, online marketplace providers, social media, sales lead providers**
- **Your showroom**
- **Your current customers**
- **Direct marketing**
- **Local marketing**
- **PR**

All of these will be covered across our series, but as a 'quick-win' starting point, it is essential that you understand what has been working for you and why? If you understand what your current customers look like, then your marketing can focus on finding more people who look the same!

Appreciating that you may not have collected detailed data in the past, there is nothing to stop you doing so now; or very smartly to calling past customers and asking them the questions now.



Please ensure you have written data protection and GDPR policies in place. We can provide a template to guide you, just contact your Account Manager.

Step 1

Where are your current customers from?

Looking at the actual sales data can verify this, as commonly it shows that around 80 percent come from a drive-time of under 45 minutes (and often even more local). Knowing the reality for your business is crucial because it immediately helps to tell you where your promotional effort is best targeted.



Action

Review the last three/six months of sales and establish where people came from. If, as is often the case, the audience is predominantly local, adjust your website copy to talk about your local credentials and engage more with local social media platforms.

Step 2

Why did your customer buy?

This sounds like an odd question; surely they bought a car and perhaps F&I services? What we want to encourage you to think about is the 'why?' not the what?

Brand research across all markets will classically guide you to two facts; cost and trust. In car buying terms, they want a car and dealer they can trust to provide a car at a fair price. Your brand, no matter how small, matters. So, what are you doing to build your brand reputation and engender trust? Or is your marketing focused on the product (cars) and price? If this is the case, you are probably missing an opportunity.



Action

Create a sales/enquiry report form that asks customers what brought them to contact you. A simple tick-box form works well i.e. previous customer; recommended by family/friend; location; quality of reviews; Facebook; findandfundmycar; Motors; Autotrader; Car Gurus (on the aggregator ensure they are specific on the introducer (there are potential marketing savings to be made!) Also, ask them to; rate their experience with you to date; provide a Google review of their experience and ask if they would take part in your recommend a friend scheme. All of these are no-cost marketing tools to help future customers discover you.

Step 3

Cost of acquisition (in marketing terms)

We've already covered the rising cost of marketing in today's digital world. The challenge here is could your marketing costs be made more accountable and reduced?



Action

Take a long hard look at your marketing spend assessing the cost/value, including fees paid to any introducers. Overlaying this with the source of enquiry data will be very useful and can help to redirect and test your promotional activity moving forward. Old habits die hard and changing familiar marketing channels can be tough, but if the cost/value doesn't stack up, leave the money in your pocket.

Next time

The most under-used marketing platforms are dealers own websites, retention and inbound sales enquiries. In the next advertising and promotion guide, we will aim to provide some practical guidance and on how you can maximise each.



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