

Modern **MARKETING FOR** Modern **DEALERS**

A DIGITAL MARKETING CHECKLIST.

As your dealership adapts to a new age of automotive marketing, review this checklist to ensure that your digital marketing strategy is attracting today's online customers.

1. Drive Digital Traffic: *Improve organic search rankings, web traffic, and leads.*

- Optimize your SEO strategy for local search.
- Include custom content (i.e. blog posts, news articles, vehicle pages) to connect with in-market shoppers.
- Partner with a proven team of SEO specialists to enhance your site's overall visibility.

2. Attract Quality Leads: *Speak directly to your target audience to drive new digital leads.*

- Align your dealership's strategy, brand, and manufacturing guidelines with a coordinated creative effort.
- Review creative to ensure that your campaigns are performing and evolving to meet needs.
- Partner with professional campaign coordinators and designers to deliver compelling, strategic creative.

3. Manage Your Reputation: *Harness the power of positive reviews to attract more shoppers to your dealership.*

- Develop a comprehensive review and response plan with your dealership team.
- Cultivate a steady stream of positive customer reviews.
- Leverage your reviews as a viable marketing tool to boost sales and bottom line.
- Partner with a trusted team of social marketing experts to engage customers and improve awareness.

4. Meet the Needs of Digital Shoppers: *Enhance your online shopper's user experience.*

- Align your website content with your overall digital marketing and sales strategy.
- Keep your site up-to-date and relevant by making frequent, thoughtful changes.
- Partner with a trusted website management provider that can enhance your dealership's operational efficiencies.

ABOUT DEALER.COM MANAGED SERVICES

Dealer.com Managed Services deliver specialized digital marketing for car dealers. Our tiered Search Engine Optimization, Content & Creative, Custom Video, Social Media, and Reputation Management services ensure agency-quality results and a custom automotive digital marketing strategy that drives sales and service opportunities.