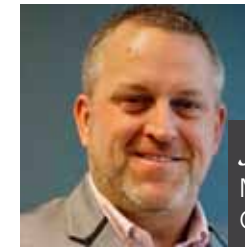


Connected digital marketing solutions will allow canadian dealers to drive the future of the automotive industry in 2019



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There are few of us in the car industry who haven't heard about "digital retailing". It's one of the automotive industry's most talked about expressions. It may also be one of its most misunderstood.

To many dealers, digital retailing is seen only as an extension of traditional dealer website lead generation. It can also be seen as a threat to traditional operational best practices.

Growing evidence, however, indicates that digital retailing is shaping the automotive online car shopping experience to the benefit of both dealers and consumers by "connecting" their websites, advertising, and third-party marketplaces. This strategy not only meets the car-buyers demands, but also streamlines the sales process and boosts the company's bottom line by helping dealers sell faster and more effectively, while also helping save consumers time.

Dealers can now deploy personalised websites to drive online sales

When I speak with dealers who are looking to advance their digital marketing solutions, inevitably three goals rise to the top: they want their websites to deliver a personalized experience for every car-buyer automatically; they want to control and configure their mobile experience; and

they want to make online deals comfortable, transparent, and convenient for the buyer.

In 2019, and with a connected digital marketing solution, it's now possible for dealers to influence car-buyer demand at every stage of today's digitally driven shopping process. Dealers have access to targeting and fraud prevention technologies to identify likely buyers – including those browsing on leading third-party marketplaces – and can connect their inventory directly with buyers on every channel, from search and display ads, to video and social media.

Instead of relying on single-source marketplaces, dealers can now drive a more targeted and wider reaching digital marketing strategy based on their unique market and goals. Moreover, by leveraging a complete digital marketing solution from their website, they'll have the ability to prove return on all aspects of their digital marketing investment.

This personalized approach will help dealers gain significantly more opportunities than a single third-party integration on its own. There is no reason, in 2019, for a digital marketing solution that does not take advantage of multiple third-party marketplaces to further expand a dealer's reach. Partnering with third-party marketplaces can deliver ample referral SEO opportunities to dealers to further promote brand awareness and generate lead opportunities that were previously not available.

In 2019, a successful digital marketing solution can discover where car-buyers are

Dealers have heard for years that their customers are "online". They have also been told they need to "enhance their digital advertising strategy" to "connect" their marketing messages with their potential buyers.

Today, a successful digital marketing solution will do just that.

By employing a holistic digital marketing solution, dealers now have access to information and analysis that is up-to-date and market-specific. They have a virtually unlimited reach and relevance across every key digital channel, with an unsurpassed collection of consumer and industry data. They can also receive customized and data-driven portfolios to identify and target buyers. Such a comprehensive strategy leverages a broader online reach and connects with buyers across their car-shopping journey.

The result is a complete "digital storefront" experience for dealers, with the tech and insights they need, all in one place.

A connected digital marketing solution is what dealers need in 2019

For dealers, a digital strategy should include a robust website platform, combined with strong content and SEO, as well as digital advertising that includes search, social, and video. All aspects of the digital solution should be driven by strong data and analytics that work in unison for a more tailored shopping experience for the consumer and will boost the dealer's performance and bottom line.

So, I say "Welcome, 2019!" – the year connected digital marketing solutions will allow Canadian dealers to drive the future of the automotive industry, while ensuring consumers are able to buy how and when they want to from the comfort of their home. 

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