

# Digital Marketing Analysis

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Here is what we will cover:

- Evaluating various marketing channels
- Highlighting strategies
- Illustrating marketing effectiveness driving conversion and sales
- ROI determination



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# The Why

These are the top 5 expenses within a dealership

- People
- Commissionables
- Inventory
- Facilities
- Marketing/Advertising

*"Eliminate all the clutter and all of the things that are going on outside and focus on the things that you can control with how you go about and take care of your business."*

-Nick Saban

As a dealership operator, marketing and advertising is something you CAN control.

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# Tools

- Google Analytics
- Website
- Social Media Business Page
- Lead Source ROI from CRM
- Attribution Tool (if you have one)

| Channel         | Spend       | Impressions | Visits   | Conversions  | Revenue |
|-----------------|-------------|-------------|----------|--------------|---------|
| All Traffic     | \$34,804.57 | 106,761     | 2,654.00 | \$376,684.34 |         |
| Facebook Ads    | \$23,023.45 | 18,809      | 81.34    | \$15,875.94  |         |
| Facebook Social | \$0.00      | 1,612       | 5.47     | \$2,397.59   |         |
| Organic         | \$0.00      | 12,778      | 422.74   | \$94,540.32  |         |
| Social          | \$0.00      | 18          | 0.00     | \$0.00       |         |
| Adwords         | \$10,881.12 | 12,264      | 451.21   | \$94,785.50  |         |
| Direct Traffic  | --          | 52,224      | 1,623.30 | \$356,822.12 |         |

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# Things to consider when evaluating each source...

What is your goal?

- Is it to drive leads?
- Is it to create brand awareness?
- Is it a long-term or short-term strategy?



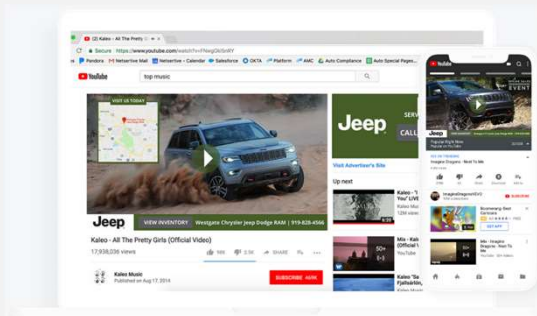
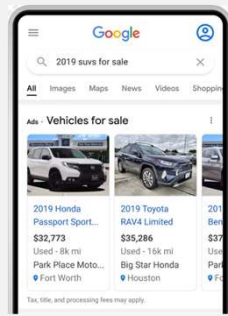
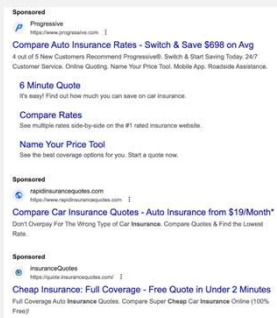
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## Paid Advertising Channels SEM

- Pay-Per-Click (PPC)
- Display Ads
- Video Ads

All channels can be measured in cost-per-click (CPC), a metric that determines how much an advertiser pays for each click on the ad, based on the number of clicks the ad receives

CPC cost is dependent on the competition for keywords, ad quality score, and bid amount



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# Search Engine Optimization (SEO)

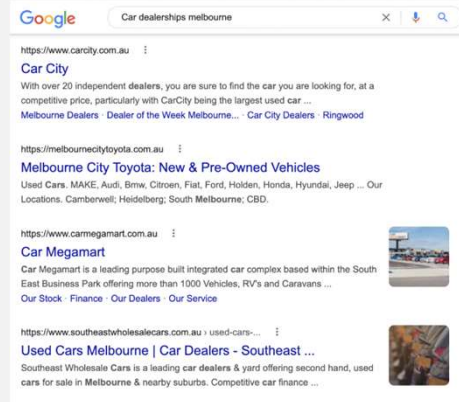
## Organic Search Performance Maximization

- Keyword Search

It can consist of short keywords but those are highly competitive. Long trail keywords is a much more efficient way to gain traction due to less competition since you are using a multi-keyword search

- On Page Optimization

This is anything you can do on your website to increase your rankings. Some examples: Some examples include internal linkings are functioning, keyword is in your url, use headers, include keywords in your body copy, mobile responsiveness, site speed



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# Social Media Marketing

- Generate Website Traffic

Through ads that direct customers back to your website

- Generate Leads Directly

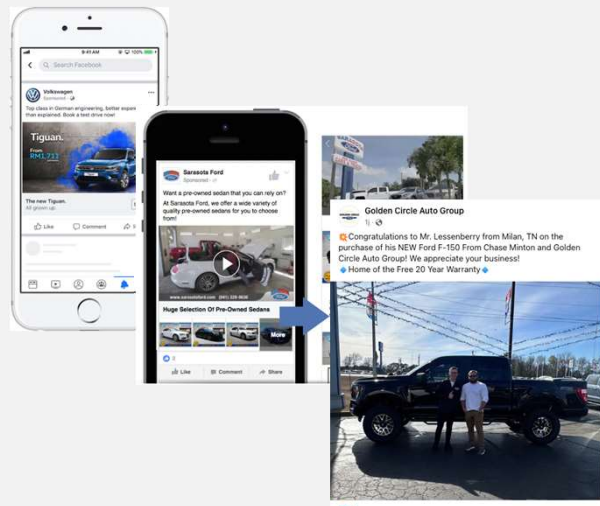
Through ads that generate direct leads that allow the consumer to communicate with you on social media

- Create Brand Awareness

Through sold pictures, customers enjoying their experiences, employees enjoying their experiences, at the end of the day all content is good content

Sometimes we think of curating our social media to the point it feels disingenuous.

Remember, customers crave authenticity so make it real!



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# Email Marketing

## Different types of email marketing campaigns

- Sales vs Service
- Buying vs Selling

## Review email marketing campaigns

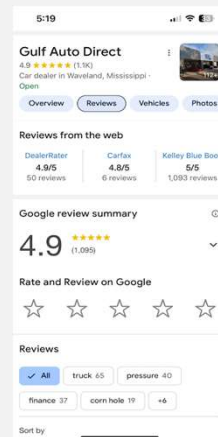
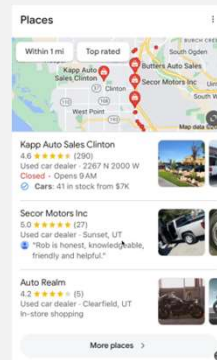
- Frequency
- Open rates
- Click through rates
- Conversion rates
- Opt-out rates

| Campaign  | Schedule                | Customers Marketed | Email Open Rate | Click Through Rate | Email Engagement Rate | Email Tasks Completed | Phone Calls Made | Phone Tasks Completed | Appts Made | Showroom Visits | Sales Leads | Sold # | Sold \$     | ROs # | ROs \$      |
|---|-------------------------|--------------------|-----------------|--------------------|-----------------------|-----------------------|------------------|-----------------------|------------|-----------------|-------------|--------|-------------|-------|-------------|
| Back To School (Unsold Leads)                   | 06/01/2023 - 08/31/2023 | 3,717              | 25.1%           | 1.1%               | 0%                    | 0                     | 30               | 0                     | 9          | 6               | 10          | 1      | \$22,000.00 | 3     | \$2,000.00  |
| Buy Back Campaign (Equity Missed)               | 06/07/2023 - 06/07/2023 | 5,266              | 35.17%          | 0%                 | 0%                    | 0                     | 25               | 0                     | 2          | 6               | 30          | 5      | \$20,400.00 | 6     | \$10,000.00 |
| Buy Back Campaign (Sold Leads)                  | 12/11/2023 - 12/14/2023 | 5,541              | 38.86%          | 1.56%              | 5.25%                 | 0                     | 28               | 0                     | 3          | 9               | 12          | 4      | \$14,801.00 | 2     | \$1,468.00  |
| Christmas Buy Back (Equity Missed)              | 09/12/2022 - 09/12/2022 | 5,746              | 49.51%          | 0%                 | 0%                    | 0                     | 128              | 0                     | 10         | 10              | 50          | 8      | \$25,109.00 | 2     | \$2,718.00  |
| June and July Buy Back Campaign (Equity Missed) | 06/18/2021 - 06/18/2021 | 4,430              | 22.87%          | 0%                 | 0%                    | 0                     | 51               | 0                     | 3          | 9               | 19          | 8      | \$35,706.00 | 6     | \$1,799.00  |
| June and July Buy Back Campaign (Equity Missed) | 08/14/2021 - 08/14/2021 | 6,305              | 18.66%          | 0%                 | 0%                    | 0                     | 12               | 0                     | 4          | 8               | 11          | 3      | \$13,940.00 | 6     | \$3,707.00  |

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# Local SEO and Listings

- Ensures your dealership appears in searches that are relevant to your location and makes it easier for customers to find you. Additionally, it can provide you a competitive advantage over your local competitors if they aren't investing in this strategy.
- Search for businesses "near me". This helps stay "included" in their decision when they first start searching
- Responding to all reviews can be a full-time job but it is important in building credibility and first impressions



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## Third Party Listings

- Autotrader
- CarGurus
- Cars.com
- TrueCar



Listing providers have their place in your advertising budget.

These providers help give you a wider reach, helps your customers easily compare vehicles, have an established brand, to give consumers a safer environment, give a level of legitimacy to your vehicles, and most importantly it's a convenient way for the consumer to shop.

They all have their own package offerings and pricing. At the end of the day, you need to measure their performance in lead generation.

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## Lead Source ROI

This is how you spend your money...

- Total Lead Count
- Appointment Progress
- Total Gross
- Total Cost

| Lead Source Group                                | Total Leads | Good Leads | Bad Leads | Duplicate Leads | Bad Other Leads | Customers Influenced | Cox Auto Buying Signals | Sold in Timeframe | Sold in Timeframe % | Sold from Leads | Sold from Leads % | Avg Days to Sale | Internet Attempted Contact |               |              |
|--|-------------|------------|-----------|-----------------|-----------------|----------------------|-------------------------|-------------------|---------------------|-----------------|-------------------|------------------|----------------------------|---------------|--------------|
| AutoTrader                                       | 771         | 445        | 308       | 111             | 197             | 92                   | 477                     | 14                | 3.02%               | 14              | 3.02%             | 1.9              | 0                          |               |              |
| Dealer Inspire                                   | 308         | 175        | 145       | 116             | 29              | 102                  | 39                      | 22                | 13.50%              | 21              | 12.88%            | 2.5              | 16                         |               |              |
| Finance Page - Credit App                        | 103         | 75         | 80        | 79              | 1               | 79                   | 10                      | 16                | 69.57%              | 16              | 69.57%            | 1.0              | 2                          |               |              |
| Phone Up   | 65          | 45         | 10        | 10              | 0               | 45                   | 10                      | 10                | 100%                | 10              | 100%              | 1.0              | 0                          |               |              |
| KSL  | 65          | 45         | 10        | 10              | 0               | 45                   | 10                      | 10                | 100%                | 10              | 100%              | 1.0              | 0                          |               |              |
| Cars Com   | 62          | 45         | 10        | 10              | 0               | 45                   | 10                      | 10                | 100%                | 10              | 100%              | 1.0              | 0                          |               |              |
| Dealer.com/Accelerate                            | 52          | 45         | 10        | 10              | 0               | 45                   | 10                      | 10                | 100%                | 10              | 100%              | 1.0              | 0                          |               |              |
| Ungrouped  | 40          | 45         | 10        | 10              | 0               | 45                   | 10                      | 10                | 100%                | 10              | 100%              | 1.0              | 0                          |               |              |
| Repeat Customer                                  | 26          | 100.00%    | 23        | 100.00%         |                 | Total Front Gross    | Avg Front Gross         | Total Back Gross  | Avg Back Gross      | Total Gross     | Avg Gross         | Total Cost       | Cost Per Good Lead         | Cost Per Sold | Profit       |
| AI Buying Signal Leads - Previous Sold Customers | 25          | 0.00%      | 0         | 0.00%           |                 | \$12,870.25          | \$919.30                | \$1,488.87        | \$779.21            | \$23,779.12     | \$1,698.51        | \$2,073.99       | \$83.48                    | \$148.14      | \$21,705.14  |
| Referral   | 21          | 97.67%     | 31        | 72.09%          |                 | \$28,263.26          | \$1,284.69              | \$1,488.87        | \$779.21            | \$1,327.52      | \$57,468.68       | \$2,612.21       | \$0.00                     | \$0.00        | \$57,468.68  |
| Carfax   | 18          | 100.00%    | 6         | 100.00%         |                 | \$13,549.89          | \$846.87                | \$1,488.87        | \$779.21            | \$1,165.48      | \$32,197.49       | \$2,012.34       | \$0.00                     | \$0.00        | \$32,197.49  |
| Facebook   | 17          | 100.00%    | 16        | 96.67%          |                 | \$11,372.32          | \$874.79                | \$10,280.99       | \$790.85            | \$21,653.31     | \$1,605.64        | \$0.00           | \$0.00                     | \$0.00        | \$21,653.31  |
| CarGurus   | 15          | 100.00%    | 1         | 100.00%         |                 | \$24,580.44          | \$1,293.71              | \$16,498.67       | \$868.35            | \$41,079.11     | \$2,162.06        | \$4,388.46       | \$75.66                    | \$230.97      | \$36,690.64  |
| Edmunds  | 1           | 0.00%      | 0         | 0.00%           |                 | \$1,028.71           | \$257.18                | \$1,800.99        | \$450.25            | \$2,820.70      | \$707.43          | \$2,097.79       | \$44.63                    | \$524.45      | \$731.56     |
|  |             | 100.00%    | 1         | 100.00%         |                 | \$4,780.10           | \$997.51                | \$10,529.45       | \$1,316.18          | \$15,309.55     | \$1,913.69        | \$2,985.46       | \$63.52                    | \$373.18      | \$12,324.07  |
|  |             | 100.00%    | 10        | 71.43%          |                 | \$0.00               | \$0.00                  | \$0.00            | \$0.00              | \$0.00          | \$0.00            | \$0.00           | \$0.00                     | \$0.00        | \$0.00       |
|  |             | 100.00%    | 8         | 88.89%          |                 | \$7,423.60           | \$674.87                | \$10,304.14       | \$936.74            | \$17,727.74     | \$1,611.61        | \$0.00           | \$0.00                     | \$0.00        | \$17,727.74  |
|  |             | 100.00%    | 0         | 0.00%           |                 | \$0.00               | \$0.00                  | \$0.00            | \$0.00              | \$0.00          | \$0.00            | \$0.00           | \$0.00                     | \$0.00        | \$0.00       |
|  |             | 0.00%      | 0         | 0.00%           |                 | \$0.00               | \$0.00                  | \$0.00            | \$0.00              | \$0.00          | \$0.00            | \$0.00           | \$0.00                     | \$0.00        | \$0.00       |
|  |             |            |           |                 |                 | \$6,763.94           | \$968.26                | \$7,177.77        | \$1,025.40          | \$13,941.61     | \$1,961.66        | \$0.00           | \$0.00                     | \$0.00        | \$13,941.61  |
|  |             |            |           |                 |                 | \$0.00               | \$0.00                  | \$0.00            | \$0.00              | \$0.00          | \$0.00            | \$1,157.78       | \$82.70                    | \$1,157.78    | (\$1,157.78) |
|  |             |            |           |                 |                 | \$2,153.30           | \$2,153.30              | \$503.00          | \$503.00            | \$2,656.30      | \$2,656.30        | \$0.00           | \$0.00                     | \$0.00        | \$2,656.30   |

## Attribution



Involves tracking and crediting marketing touch points and how they are delivering leads and converting to sold deals.

### Lead Attribution

Lead attribution focuses in on a prospect's actions resulting in a qualified lead.

Examples include:

- Email
- Social Media Platforms
- Online Directories
- Websites
- Google
- Other Search Engines

### Marketing Attribution

Marketing attribution considers the entire customer journey giving credit to all influential marketing touchpoints through sold conversion.

Examples Include:

- Attributes credit to different touchpoints in the journey
- Weighs credit to specific sources based on customer actions (CTA)
- Credits various touchpoints and interactions leading to conversion
- Ideal for a holistic view of your source marketing activities to better your strategy decisions moving forward

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## Why is Attribution essential for your business?



### **Improved Marketing ROI**

- Identify top performing lead sources you can direct additional investment towards channels your customers prefer
- Identify in real-time primary keywords driving the most ad clicks and conversions so you can

### **Optimized Resource Allocation**

- You can quickly identify recurring patterns that generate high-quality leads.
- Make informed decisions to assign the best salespeople for optimal engagement, with high probability of conversion.

### **Enhanced Customer Experiences**

- Lead attribution modeling can help you understand how your customers prefer to engage with your website. You can use these insights to eliminate any obstacles throughout their experience so call-to-actions (CTA's) are where they may want or expect them to be.

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# 3 Types of Lead Attribution Reporting Models

## First Touch Attribution

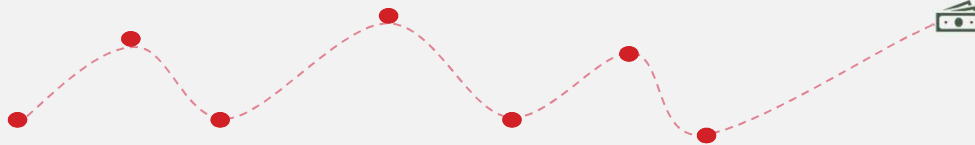
- Fully credits the initial marketing touchpoint, or first interaction in the customer journey
- A single-touch attribution is ideal to assess the impact of specific marketing channels and strategies

## Last Touch Attribution

- Solely credits the final touchpoint before the potential customer converts.
- This models is used to better understand the impact of specific channels or interactions made in capturing qualified leads

## Multi-touch Attribution

- Various channels, touchpoints and interactions are credited leading up to conversion
- Different multi-point models involve its own method of credit distribution to touchpoints and interactions
  - Credit closer to conversion touchpoint
  - Equal credit to each touchpoint
  - High credit to first and last touchpoints

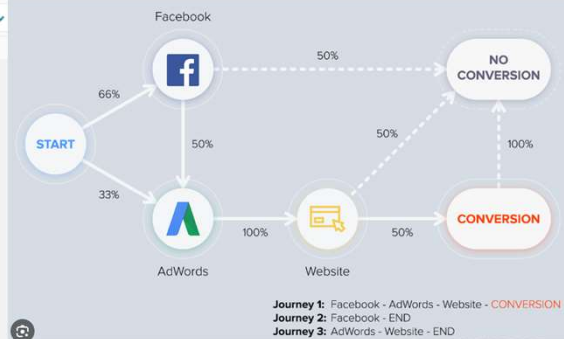


# Multi-Channel Attribution

Several multi-channel attribution tools are available, do you have one?








- Attribution tools aggregate data from all your sources.
- They give credit to multiple touch points along the customer journey
- They provide insight on how different marketing channels contributed to conversions showing the customer journey and providing ROI metrics
- You can optimize your strategy by allocating your budgets more effectively, possibly adjusting your messaging, and see which improve the customer experience.

| Channel         | Spent       | Impressions | Visits  | Conversions | Revenue      |
|-----------------|-------------|-------------|---------|-------------|--------------|
| All Traffic     | \$54,804.57 |             | 106,761 | 2,654.00    | \$576,684.34 |
| Facebook Ads    | \$23,023.45 |             | 19,800  | 83.24       | \$15,872.94  |
| Facebook Social | \$0.00      |             | 2,612   | 5.47        | \$2,397.59   |
| Organic         | \$0.00      |             | 12,778  | 422.74      | \$94,540.52  |
| Social          | \$0.00      |             | 18      | 0.00        | \$0.00       |
| Adwords         |             |             |         |             |              |
| Direct Traffic  |             |             |         |             |              |





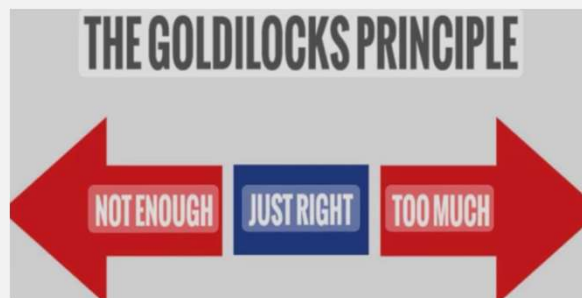
## ROI Analysis

|   |                       |  |
|---|-----------------------|--|
|  | Set Goals Per Channel | <ul style="list-style-type: none"> <li>Increase website traffic</li> <li>Generating leads</li> <li>Convert more sales</li> <li>Increase brand awareness</li> </ul>   |
|  | Track Metrics         | <ul style="list-style-type: none"> <li>Website impressions</li> <li>Lead conversion rate</li> <li>Sales conversion</li> <li>Cost per lead</li> <li>Customers lifetime value</li> </ul>                         |
|  | Evaluate Cost         | <ul style="list-style-type: none"> <li>Cost associated with each marketing channel</li> <li>Include advertising spend and any agency fees</li> <li>Content creation fees</li> <li>Software expenses</li> </ul> |
|  | Realize Revenue       | Determine the revenue generated from each channel  |
|  | Calculate ROI         | <ul style="list-style-type: none"> <li>ROI = Revenue - Cost</li> <li>Positive total indicates it generates more revenue than cost</li> <li>Negative total indicates cost is greater than revenue</li> </ul>    |
|  | Compare Results       | <ul style="list-style-type: none"> <li>Identify which channels are most effective</li> <li>Reallocate resources to better optimize your spend</li> </ul>   |
|  | Improve               | <ul style="list-style-type: none"> <li>Use your ROI analysis to refine current strategies</li> <li>Consider experimenting new strategies and improve your stores performance</li> </ul>                        |

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## Necessary Action

By the 5<sup>th</sup> working day of the month, perform a marketing attribution review using the information you just learned about. This will provide you a better understanding of marketing expense allocation, the positives and the negatives of each marketing channel, and you can make educated decisions with confidence on the strategy your dealership will take moving forward.



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# You have the tools. You have analyzed your data. Now what?

Strategize and set goals...

Short-term goals are necessary for the needs of your dealership now and the foreseeable future. Whether you simply need more leads to keep your teams productive, or market aging inventory needing to move quickly, both fit an immediate need.

Long-term goals are a strategized approach for ongoing and future needs of your dealership. Marketing strategies promoting ongoing brand awareness and potential customer engagement is a great example of a long-term goal.

Remember both are necessary for continued success.

| Short Term           | Long Term            |
|----------------------|----------------------|
| Pay Per Click        | SEO                  |
| Display Ads          | Social Media Content |
| Video Ads            | Local SEO            |
| Social Media Ads     | Review               |
| Email Marketing      |                      |
| Third Party Listings |                      |

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