The Audience-First Marketing Strategy you SHOULD be using
About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2018
  ✓ Only provider to have won the last 7 Years In A Row!

- 2X Digital Dealer Website Excellence Award Winner

- DrivingSales Top Rated SEO Provider, 2017

- 3X AWA Winner

- Premier Google Partner

- More Dataium Monthly ASI Winners than all others combined

- DealerOn’s website customers have an average documented lead increase of 250%
Are you a FORD Dealer?

The deadline for the Ford Direct website program enrollment is April 30th! Get in touch with us to see what we can do for you. DealerOn.com/request-a-demo
Say Hello To...

Aurko Chatterjee
Director, Advertising Solutions & Strategy at DealerOn, Inc.
AChatterjee@DealerOn.com
877-543-4200 x 5055
@Aurko
Send in your questions

- If you have questions during the presentation, please submit them using the “Questions” feature.
- Questions will be answered at the end of the webinar.
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar.
After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!
After the webinar, please fill out our short survey and let us know what YOU thought of today’s presentation!
Tweet Much?

@Dealeron
@ElianaRaggio
#dealeronwebby
@Aurko
The Audience-First Marketing Strategy you **SHOULD** be using
OBJECTIVES

* An overview of audience marketing - basics, evolution etc.
* How you should think about building audiences
* Specific Strategies you can use
* Case Studies
* A note on user privacy aka “limit your creep factor”.
* Key Takeaways
* Giveaways
* Q & A
AN OVERVIEW OF AUDIENCE MARKETING
DEFINING AUDIENCES

Audiences, simply put, are groups or segments of your users based on:
* Browsing Patterns
* Shopping Intent / Signals
* Past behavior
* Site Engagement
* Loyalty
* Repeat customers
AUDIENCE BASED MARKETING

HYPOTHETICAL QUESTION: If someone told you right now – out of 6000 shoppers in your market, we know the 200 likely to buy tomorrow – would you prioritize your spend to pay more for them?

RETURNING VISITORS CONVERT 2X HIGHER THAN REGULAR VISITORS ON A SITE - Google

The art and science of prioritizing key audiences (users) because they are more likely to interact or shop from your business.
A BRIEF HISTORY OF AUDIENCES

2000's

Demographic

2012 - 2014

In Market Audiences
Similar Audiences

2015 - 2016

RLSA

Late 2017

Life Events
Customer Intent Audiences
HOW AUDIENCES ARE CATEGORIZED ON GOOGLE & FACEBOOK

- BEHAVIOR BASED AUDIENCE
- LIST BASED AUDIENCE
- LOOK-ALIKE OR SIMILAR AUDIENCE
BEHAVIOR-BASED AUDIENCES

Interests & Shopping Behaviors

- **In Market Shoppers**: People exhibiting strong buying behavior on the web
- **Affinity Audiences**: Designed to capture and extend on TV watchers
- **Life Events *NEW***: Allows you to target life events using YouTube and GMail Ads
- **Custom Intent Audiences *NEW***: Designed for display - allows you to hyper target people who intend to buy. The key item here is YOU can build your own audience.
**LIST-BASED AUDIENCES**

**Custom Audiences on Facebook or Customer Match on Google**

- Allows you to upload existing lists to either platform and target MATCHED customers
- Do you segment your existing CRM and DMS data today and put it to use?
  - Do you have a list of customers who are prospects that did not convert?
  - Do you have a list of customers who have purchased and may be ready for service?
  - Do you have a list of customers who are potentially at the end of their leases?

**Traditional Remarketing Lists as audiences**

- New Car, Used Car Visitors who did not convert
- Lists based on body style
- Lists based on user engagement stats - time on site, pages/session etc.
Your existing remarketing lists + Finding NEW shoppers exhibiting similar behavior ➞ Custom audiences or Look-Alike Audiences
AUDIENCE BUILDING:
How to think about your own strategy
(agnostic of channels)
Your dealership is UNIQUE.

Your Audience Strategy should be unique too.
**APPROACH 1: BUILD AUDIENCES BY LIFECYCLE STAGES**

**Prospects (Showing Interest In You)**
Farm these from your CRM or other prospect / lead sources.

**Shoppers (Showing Interest In General)**
Consumer behavior on your site as well as other sites across the web.

**Existing | Repeat Customers**
DMS / CRM or other data sources which can help you segment customers based on “loyalty” or repeat customers.
# Approach 2: Build By Campaign Type

<table>
<thead>
<tr>
<th>Example Campaign Types</th>
<th>Behavior Based</th>
<th>List Based</th>
<th>Similar Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Brand Campaign</td>
<td>Coming Soon: In Market Audiences For Search</td>
<td>All Visitors (From GA)</td>
<td>Activate on availability</td>
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<tr>
<td></td>
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<td>New &amp; Used Car Visitors</td>
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<td>Service Shoppers</td>
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<td>Users who did not convert in general</td>
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<tr>
<td>Search Region - Franchise Campaign</td>
<td>Coming Soon: In Market Audiences For Search</td>
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<td>New &amp; Used Car Visitors</td>
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<td></td>
<td></td>
<td>Service Shoppers</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Users who did not convert in general</td>
<td></td>
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<tr>
<td>Search New Car Campaign</td>
<td>Coming Soon: In Market Audiences For Search</td>
<td>Body Style visitors: SUVs, Trucks, Sedans etc.</td>
<td>Activate on availability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Goal Based: Time on site + No. Conv.</td>
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<tr>
<td></td>
<td></td>
<td>General VDP viewers / Gallery + Photo viewers</td>
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<tr>
<td></td>
<td></td>
<td>Custom list with end of lease lifecycle customers.</td>
<td></td>
</tr>
<tr>
<td>Facebook - New Car Campaign</td>
<td>Polk/ Oracle based in-market audiences &gt; new / used car &gt; brands etc.</td>
<td>Custom audiences for loyal customers, service opportunities etc.</td>
<td>Create Look-alike audiences based on your custom audiences</td>
</tr>
<tr>
<td>Display Campaign via GDN</td>
<td>Custom Intent Audiences</td>
<td>General Remarketing lists / Customer match or custom audiences.</td>
<td>Activate on availability</td>
</tr>
</tbody>
</table>

**TIP:** EVERY SEARCH CAMPAIGN IN ADWORDS MUST HAVE AN RLSA LIST!
POLL QUESTION

@DealerOn
@ElianaRaggio
@Aurko
THE EVOLVING LANDSCAPE OF BUILDING AD CAMPAIGNS
How agencies thought about things 4 years ago

**RIGHT PLACE:**
**RADIUS**
Targeted a radius around your store

**RIGHT TIME**
Set up ad scheduling

**RIGHT MESSAGE**
Tried to build specific ad copy for a demographic/criteria or keyword set
And then we grew up a little...

**RIGHT PLACE: ZIP CODES**
Moved away from wasteful large radiuses to zip based approaches

**RIGHT TIME**
Ad Scheduling

**RIGHT INVENTORY**
Dynamic campaigns which focused on advertising what is available in inventory

**RIGHT MESSAGE**
More offer focused ads and specials.
BUT, this is how your agency should be talking to you today and in the near future

RIGHT AUDIENCES
Does each campaign have an audience list (priority consumers) who can be bid on higher?

RIGHT PLACE:
PROFITABILITY
Are you prioritizing areas of profitability vs just your PMA or backyard?

ATTRIBUTION & ROI
Are you measuring the ROI on your spend? Can you track how many cars were sold because of your efforts?

RIGHT CHANNELS
Are you advertising a healthy mix of channels

RIGHT INVENTORY
Are you focusing on what you need to move in your market and not buying every make and model under the sun?

CAMPAIGN INPUTS

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SPECIFIC AUDIENCE STRATEGIES
YOU CAN TEST TODAY
RLSA (Remarketing Lists for Search Ads): A Primer

- Historically, remarketing was only available on the display network. (You dropped a pixel, and then had ads follow users on other websites and publisher sites)
- Google then brought this concept to search
- You can choose to add these remarketing lists to one or all your search campaigns

RETURNING VISITORS CONVERT 2X HIGHER THAN REGULAR VISITORS ON A SITE
- Google
RLSA for Make/Model Conquest

(1) Organic Search for Ford Fusion
You or your agency should create a list in Analytics for “Sedan Intenders”

(2) Create a Conquest Campaign
Create a conquest campaign with commonly cross-shopped vehicles.

(3) Consumer Cross-Shops for a Camry
You show up with a special offer which compels the visitor to come back.

(4) Build Dedicated comparison/offer pages
Expect to see a much higher CTR than you’re used to for conquest campaigns and a higher conversion rate!

Remember! Returning visitors are 2x more likely to convert!
Quick Recap: Google’s Micro-moments Narrative

1. Which Car is Best?
   - “Chevrolet”
   - “Chevrolet Cars”
   - “New Chevrolet Malibu”
   - “Chevrolet Cruze Review”
   - “Chevy Corvette Specs”

2. Is It Right For Me?
   - “Chevrolet Malibu Price”
   - “Chevrolet Tahoe Lease”

3. Can I Afford It?
   - “Chevy Dealer Near Me”
   - “ABC Chevrolet”

4. Am I Getting a Good Deal?
   - “Chevrolet”
   - “Chevrolet Cars”
   - “New Chevrolet Malibu”
   - “Chevrolet Cruze Review”
   - “Chevy Corvette Specs”

5. Where Should I Buy?
Which Car is Best? · Is it Right for Me?
· Can I Afford it? · Am I getting a Good Deal?

Where Should I Buy?

Per Google And DealerOn’s Data

2x Leads for ¼ of the spend

<table>
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<th>Spend</th>
<th>Leads</th>
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<tr>
<td>80%</td>
<td>32%</td>
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<td>68%</td>
<td>20%</td>
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</table>

Spend and Leads for different percentages.
Graduation Season: Give Life Events a Shot
How a lot of people think about display currently

My Branding Budget
- Display
- YouTube
- Facebook

My Leads Budget
- Search
- FB Lead Ads
Try Thinking of it Differently

(1) Build My Audiences (especially when I don't have enough traffic) using FB, display, video etc

(2) Build and grow my audience definitions and lists

(3) Hyper target and reach in market shoppers on search and social media
Here's an Example

**Market A**
Core/ High Profitability

Typical search outcomes in Mkt. A:
- CPC: $3.50
- Quality Score: 6.5+
- CPA: < $25

**Market B**
Potential to increase “Pump Out”

Typical search outcomes in Mkt. B:
- CPC: $4.00
- Quality Score: 5 - 6
- CPA: < $35
USE CUSTOM INTENT AUDIENCES
(and supercharge your display & video campaigns)

New custom intent audience
Create an audience of people who are actively researching products and services

Ads using audience targeting must comply with the Personalized advertising policy. Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the AdWords advertising policies and may not contain any inappropriate content. Learn more

Audience name

Enter keywords and URLs related to products and services this audience is actively researching. Learn more

Related keywords and URLs

new toyota camry 2018 toyota camry lease toyota camry reviews toyota camry offers
kbb.com (URL) truecar.com (URL) autotrader.com (URL) www.fredandersontoyota.com (URL)

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Gender

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<td>25%</td>
<td>50%</td>
<td>75%</td>
<td>100%</td>
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Parental status

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<tr>
<td>Not a parent</td>
<td></td>
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</table>

CREATE CANCEL
Poll Question

@DealerOn
@ElianaRaggio
@Aurko
Case Study: How going Audience-First helped a dealer lift store visits
Dealer Profile

Franchise Type: Toyota

Key Focus Areas: Improve Conversions and drive more in store visits

Location: Major Metro in North Carolina

Typical Spend: $40,000/ mo. across search, video and display.
Created Audience Lists by Profit Center

- New Car Segments (Sedans/ SUVs/ Trucks)
- Uploaded Loyalty customer lists
- Created weekly “missed prospect” lists

Created a Dedicated Audience Building Budget

- Dedicated $8k/mo. to display and video
- Ran offer and generic branded ads in competitive locations

Bid between 25% - 50% higher on anyone that was on an audience list

Approach: Pre and Post
Results: Pre and Post

Increase in Store Visits: 60%
Increase in Conversions: 34%
Increase in Sales: 15% YoY
A note about store visits conversions

1. Currently available on a case by case basis
2. You absolutely need to have GMB and AdWords linked
3. Need a certain volume of visits to your store

<table>
<thead>
<tr>
<th></th>
<th>Store Visits</th>
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<tbody>
<tr>
<td>BRAND</td>
<td>856.00</td>
</tr>
<tr>
<td>REGIONAL - CORE</td>
<td>224.00</td>
</tr>
<tr>
<td>SPANISH</td>
<td>6.00</td>
</tr>
<tr>
<td>COMPETITORS</td>
<td>29.00</td>
</tr>
<tr>
<td>+ REMARKETING</td>
<td>0.00</td>
</tr>
<tr>
<td>+ DISPLAY</td>
<td>0.00</td>
</tr>
<tr>
<td>NEW CAR - SHOPPER - CORE</td>
<td>6.00</td>
</tr>
<tr>
<td>BRAND [RLSA]</td>
<td>109.00</td>
</tr>
</tbody>
</table>
RESPECTING THE CONSUMER: LIMIT YOUR "CREEP FACTOR"
75% of consumers find most forms of personalization at least somewhat creepy*

*https://www.inmoment.com/blog/customer-experience-trends-is-your-personalization-too-personal/
How laws and policies are changing

GDPR in Europe:
EU citizens will have to explicitly opt in to the storage, use, and management of their personal data, they will have the right to access, amend, or request the deletion of, their personal data.

Facebook to roll out custom audiences, certification tools
What you can and should do to build trust

- Understand the line between useful ads that delight and downright creepy ads
- Ensure that your agency has clear data usage policies and a clear way to destroy consumer information.
- Ensure that any data uploaded to AdWords or Facebook is pre-encrypted
- Ensure your privacy policy clearly outlines how and where a consumers data will be used.
POLL QUESTION
SUGGESTED RESOURCES

* Google Academy for Ads [Google Ads Academy: Audiences](https://adwords.google.com/academy/audiences)

* Think with Google [www.thinkwithgoogle.com](https://www.thinkwithgoogle.com)


ACTION ITEMS & TAKEAWAYS

1. Create meaningful audience lists in Google and Facebook either by customer lifecycle or your revenue centers.

2. Adopt RLSA and similar audiences immediately.

3. Every campaign in Google should have an appropriate RLSA or audience list associated with a higher bid.

4. Ask your agency if your account can qualify for store visits

5. Change the way you think about Display and Video.

6. Create ads which delight and offer value → Don't explicitly show a consumer that you're targeting ads AT them.

7. Treat your consumers data as you would your own: with care, concern and respect.
Q&A: ASK OUR EXPERT
Be the first to answer the giveaway question correctly to win this awesome prize!
Today's Expert

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DealerOn.com/request-a-demo
5 Steps to Creating a Rockstar Lead Conversion Process

Bobbie Herron
CEO & Founder at Bee’s Knees Agency