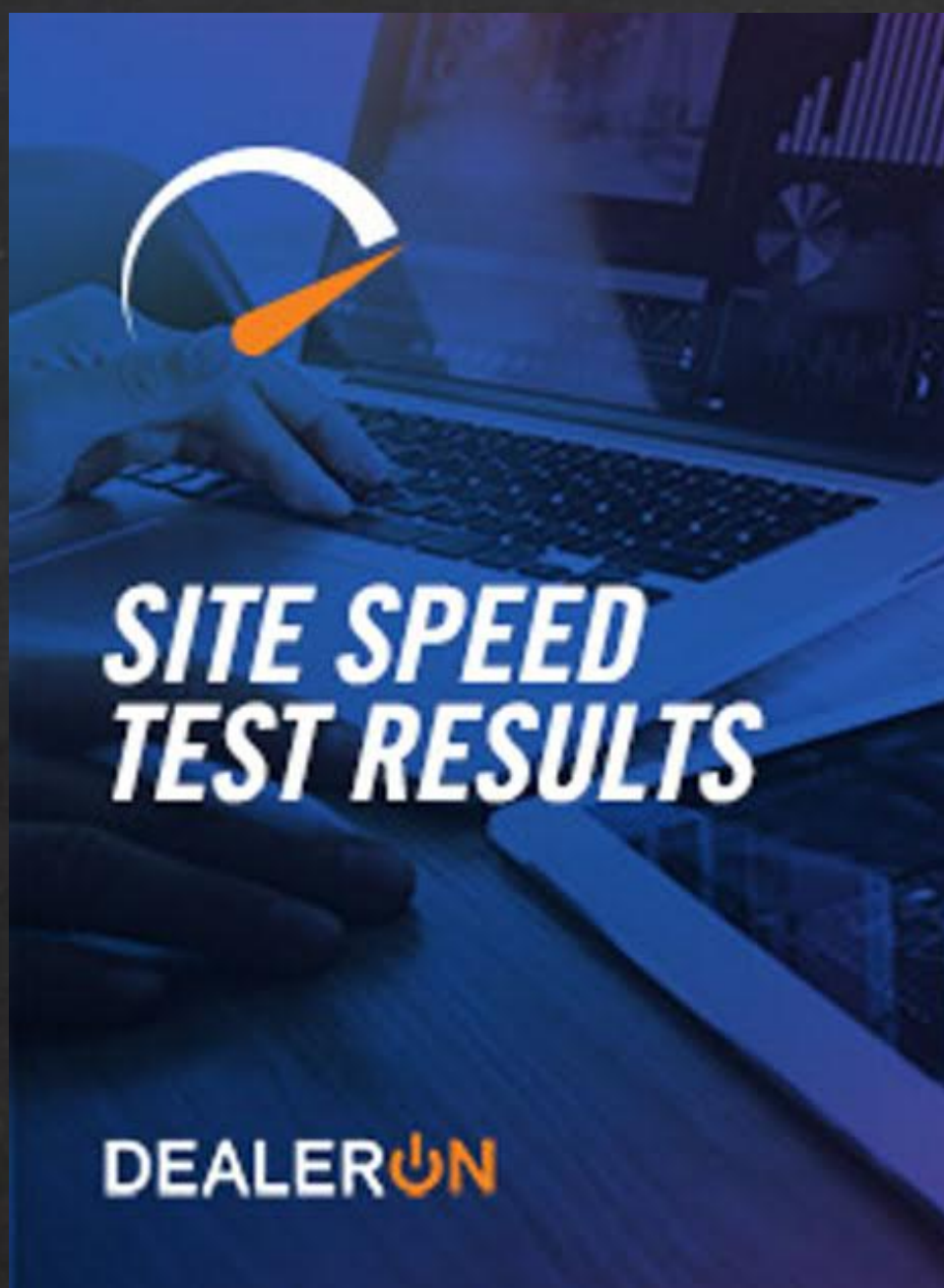

Twitter Strategies that Sell More Cars!

About DealerOn

- Digital Dealer Website Excellence Award Overall Winner
✓ An Unprecedented 6 Years In A Row!
- DrivingSales Top Rated Website Provider 2011 thru 2017
- Three time AWA award winner
- Google AdWords Certified Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 200%





Losing traffic to a **slow** mobile site?

Get a **Mobile Site Speed Test** after the webinar!

Customized test includes:

- Page Load Time
- Average visitor loss
- Easy-to-read graphics

Say Hello To...

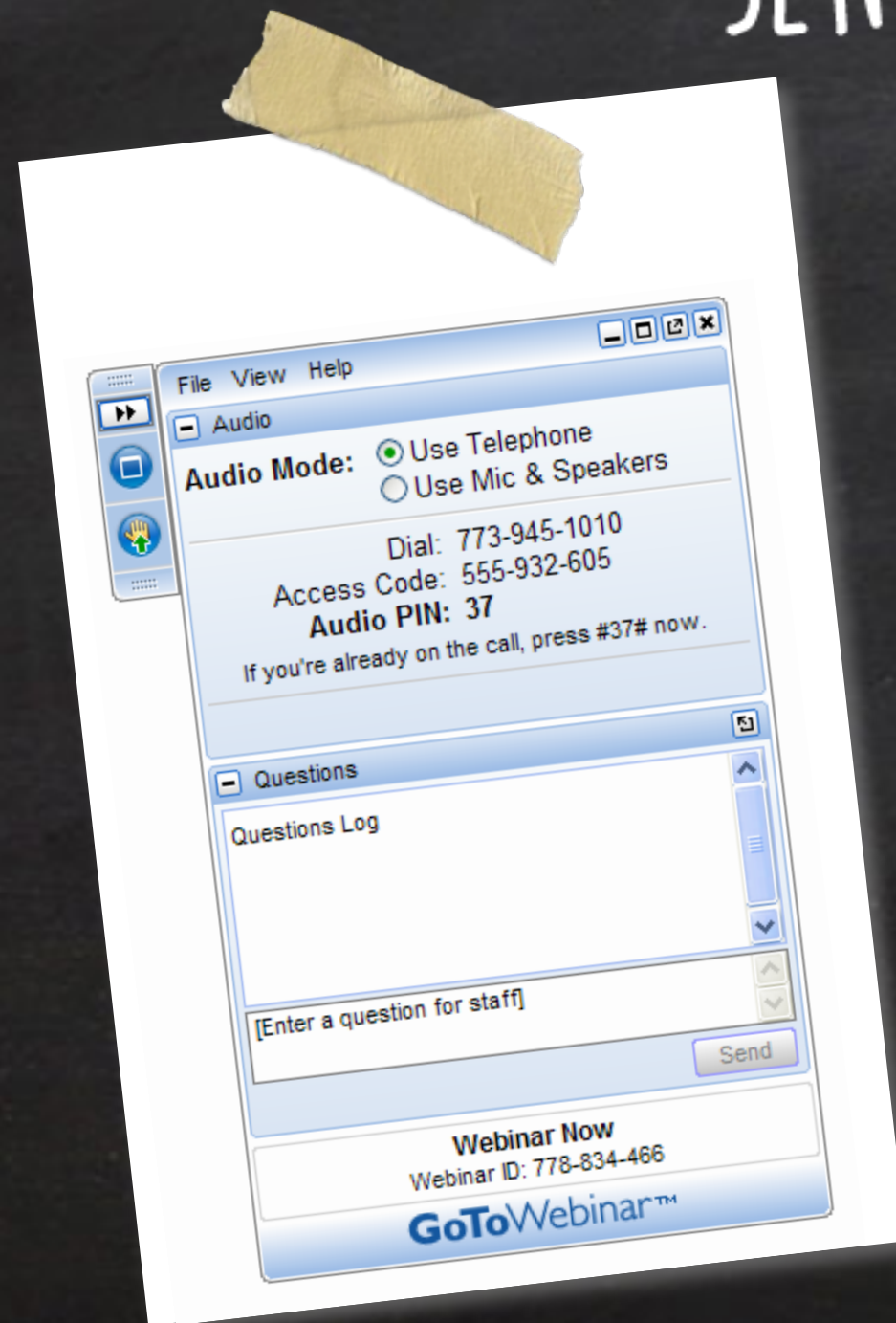


Chad Rumming

Senior National Sales Manager
and Automotive Lead for Twitter

@CRumming

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

PRIZE ALERT



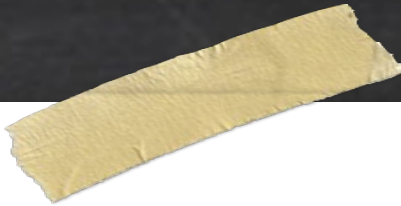
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AFTER THE SHOW



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Tweet Much?



@Dealeron

@ElianaRaggio

#dealeronwebby

@CRumminger



Twitter Strategies that Sell More Cars!

@crumminger

Twitter
is happening.



January 25, 2018

7

Consecutive quarters
of audience growth

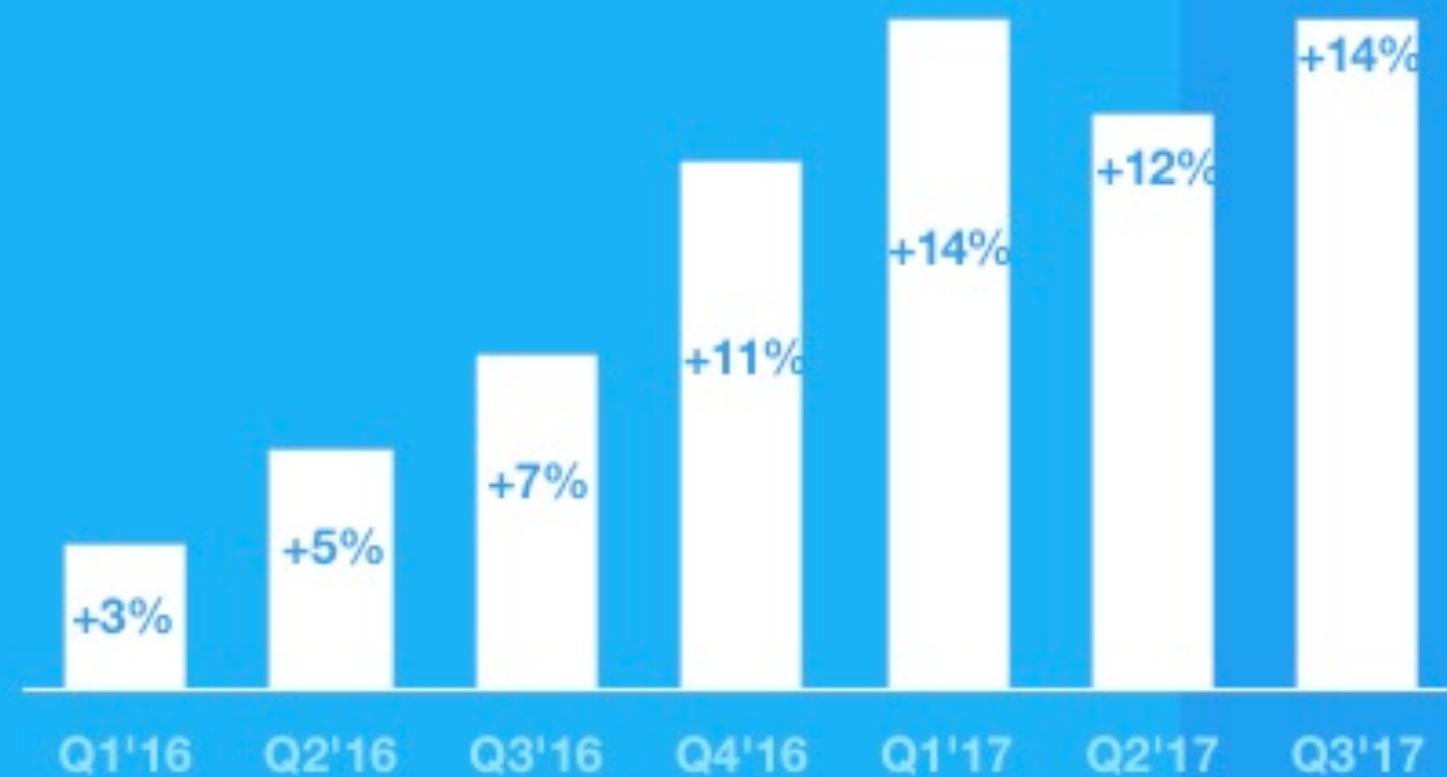


Source — YOY DAU Growth Rate - Q1'17 Twitter Earnings Letter



Our audience is growing

Daily Active Users



Source — YOY DAU Growth Rate - Q'17 Twitter Earnings Letter





POLL QUESTION



Twitter Strategies

New ways to sell more cars



@CRumminger

24 Oct 2017



@DealerOn
@ElianaRaggio
@CRumminger

**It's never been
easier to
reach people**

**Yet never
been harder to
earn attention**



Twitter is what's happening
and what people are talking
about right now.

Fast

Selection

Discussion

Personalized





**Almost half
of U.S. Car
buyers are
on Twitter**

Source: Oracle Data Cloud 2016 (T4A Presentation)





**Twitter users are
79% more likely 🚗 to buy
in the next four years,
compared to non-users**

Source: Twitter Vehicle Path-to-Purchase, Nielsen, 2016 (T4A Presentation)





Affluent consumers flock to Twitter

38%

of U.S. High Income
Households are on Twitter

Global Web Index — Retrieved October 2016

**Auto shoppers
look for the best
place to buy**

8 in 10

Twitter shoppers want to
see dealer information on
the platform

Source — Twitter Vehicle Path-to-Purchase, Nielsen, 2016



#1 want to see **promotions
and sales** from dealers

#2 want to see vehicle
maintenance and advice
from dealers on Twitter

#3 want to see **contact
information and
locations** from dealers on
Twitter



Twitter has a higher composition index of in-market shoppers than any other social network



106



105



103



101

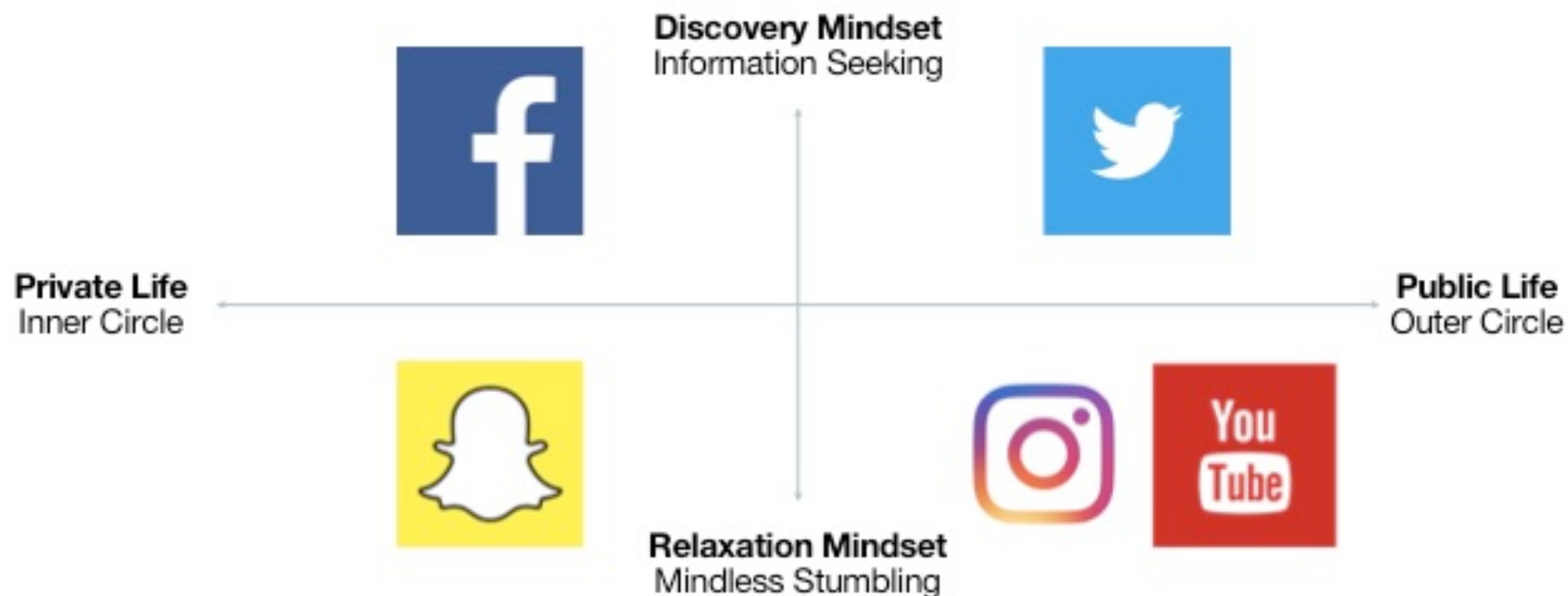


97

Source — ComScore, PlanMetric Mobile, % composition of users likely to be in-market in the next 6 months, March 2017



Users come to Twitter to discover content outside their social circle



Sources - Adams Egg Qual Study & SMG Insiders Video Study, 2016





Twitter is where audiences go to discover

- Auto news
- Auto launches
- Auto events





Twitter users exposed to lower funnel auto campaigns are

166%

more likely to purchase that brand of car than the National Baseline

Twitter — Oracle Twitter BTR Norms, January 2017





40% of Twitter buyers 

say the platform made
them aware of
different vehicles

Source: Twitter Vehicle Path-to-Purchase, Nielsen, 2016 (T4A Presentation)



POLL QUESTION



Twitter dominates the **mobile** in-market audience

10.7M monthly
in-market visitors
to the top 4 endemic sites



Comscore — PlanMetric Mobile Only Visitation, 6-month in market as of March 2017



Twitter dominates the **mobile** in-market audience

10.7M monthly
in-market visitors
to the top 4 endemic sites

19.7M Twitter monthly
in-market visitors



Comscore — PlanMetric Mobile Only Visitation, 6-month in market as of March 2017

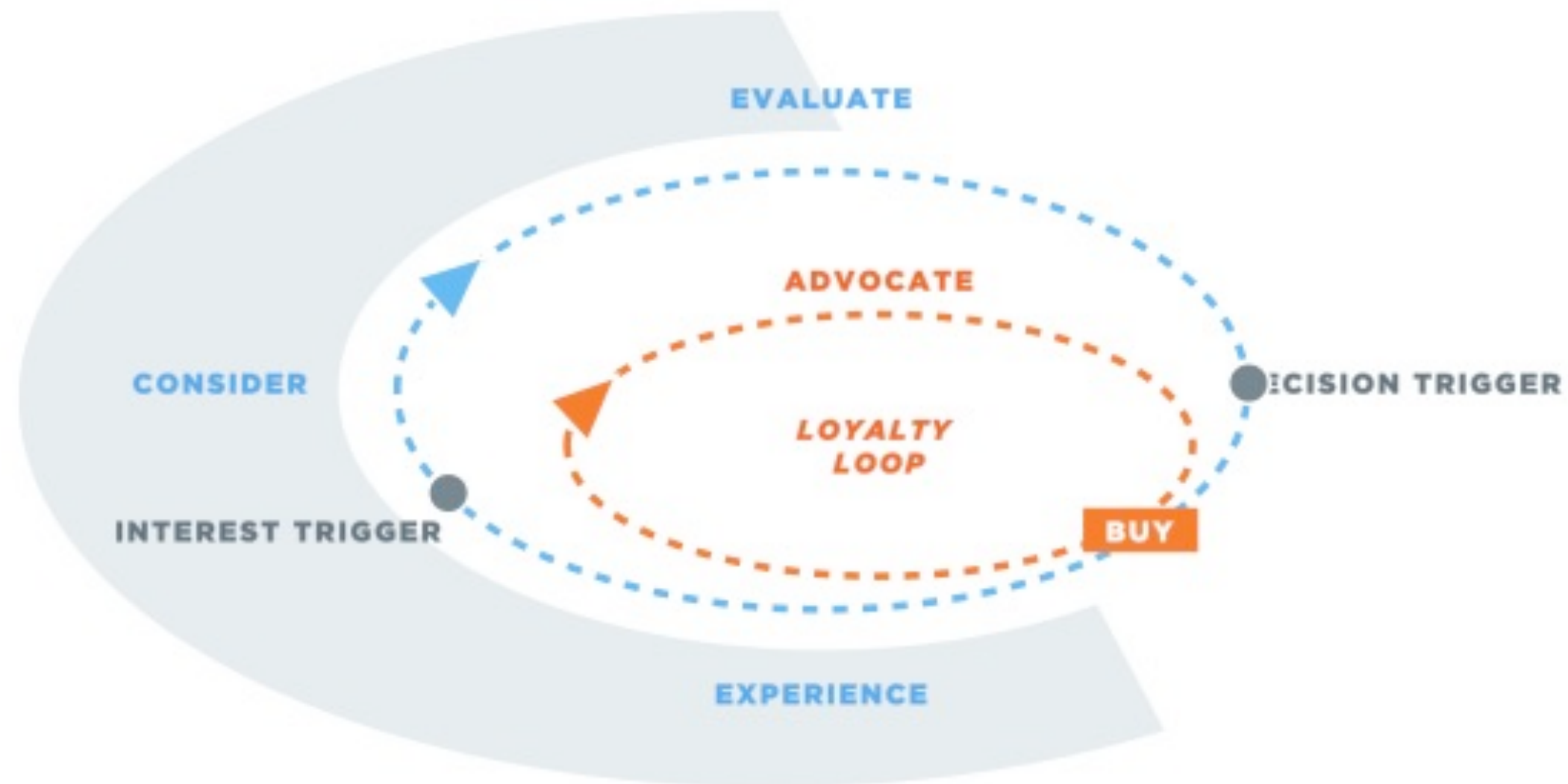


How to Win with Twitter



Always-On Strategy

Constant Consideration - "Upper Funnel"



Source | "Branding in the digital age", Harvard Business Review

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@CRumminger

Always-On Strategy

Constant Consideration - “Lower Funnel”

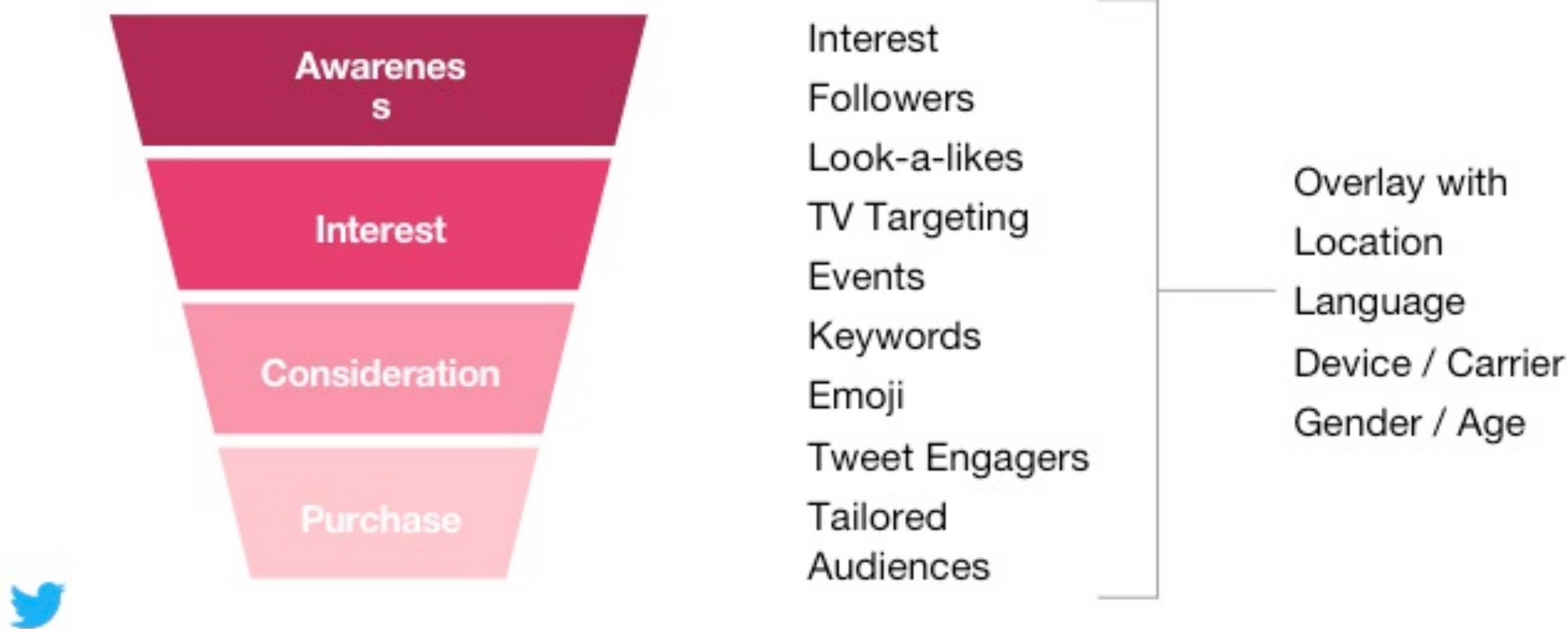


Source | "Branding in the digital age", Harvard Business Review

CONFIDENTIAL

Why Twitter

Performance at every stage of the funnel



Awareness Solutions



How

Promoted video

Benefits:

Geo targeted

100% viewable

Robust video analytics



How

Website card carousel

Benefits:

Promotes local offers, incentives or content.

Drives higher engagement, views, or clicks of your existing Twitter content

Geo Targeted



How

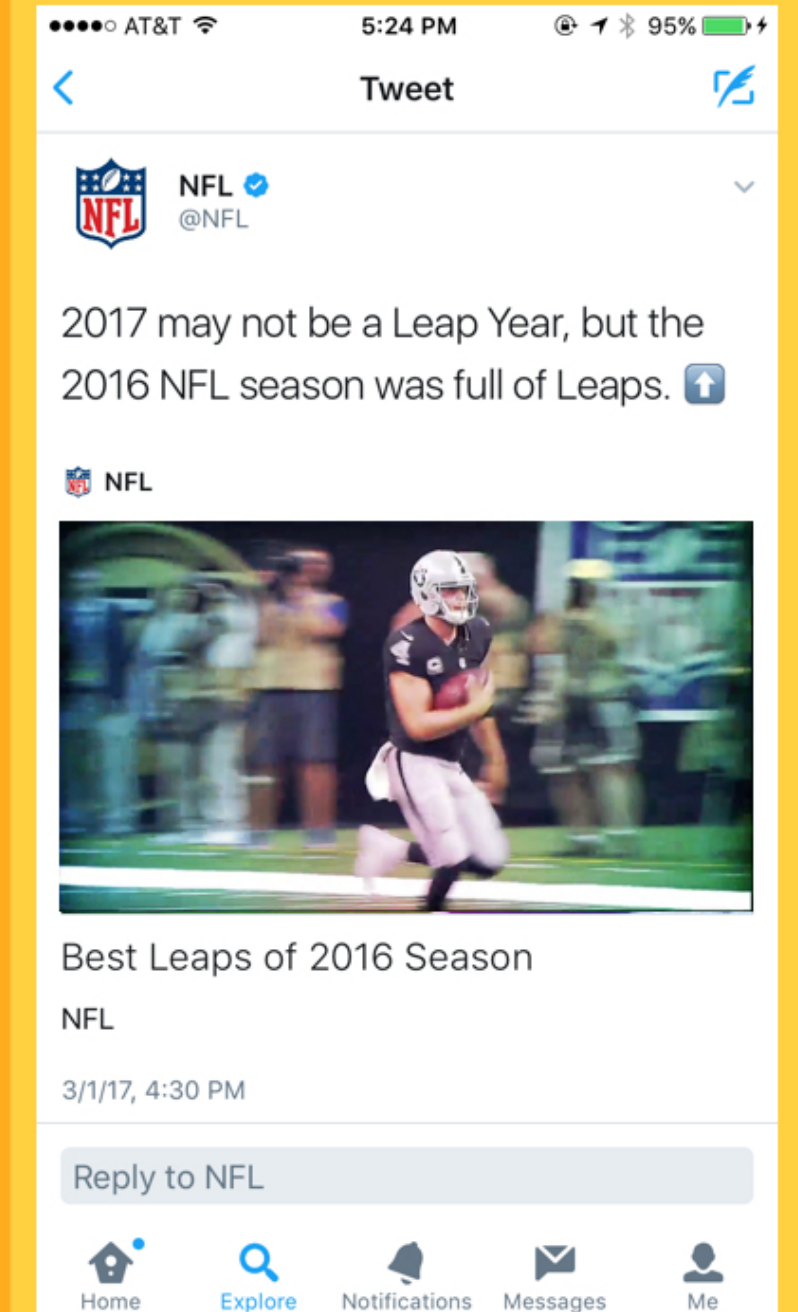
In-Stream Video Ads

Benefits:

Ads run in front of videos from 200+ top publishers

Fraud-free, measurable inventory

Geo-targeted



How

Language Targeting

Benefits:

Targets multi-cultural audiences in language

Higher Engagement

Geo Targeted



POLL QUESTION



Performance Solutions



Video Website Card

Clickable links to offer ages

Geo Targeted

#DEALERONWEBBY

9:41 AM 100%

Tweet

 **Cadillac** @Cadillac

Our best offer yet on the [#XT5](#). Drive one at the Made to Move 2017 Clearance Event.



0:15

The 2017 Cadillac XT5
www.cadillac.com

8/1/17, 2:47 PM

Tweet your reply

9:41 AM 100%

Home

 **Genesis USA** @GenesisUSA

Genesis Service Valet. Because time should be yours to spend however you wish. [#GenesisUSA](#) [#G90](#)



0:15

Luxury conveniences
www.genesis.com

2

Promoted

 **Jared Richmond, MBA** @riggy_ri... · 9m

in light of today's nba news, there IS a difference between adding stars that fill need and just adding stars. Houston's just wishing on one

1

Website Cards:

Clickable links to offer ages

Geo Targeted



Ads without a profile

What is it?

A new way to show ads on Twitter without requiring an @username

Why is it great?

It's "just an ad"!

No need to maintain an organic presence on the platform

Leverage all of Twitter's targeting tactics



No @username is clickable or in view

Retweets, replies & likes are disabled

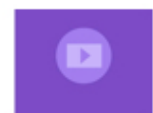


Video creative best practices



Make it short

15 sec or less is more effective for driving memory encoding vs. longer formats



Brand at second zero

Recall sees significant uplift at 3 seconds



Include a hook

An early story-arc means ad is +58% more likely to be viewed



Feature people early on

People in the first few frames drives retention by 2X



Speak without sound

Sound doesn't drive stopping power; ads as likely to be viewed with no sound



Utilize text/subtitles

Ads with integrated text / captions drive +28% higher completion rates



Be immediately relevant

Topical video content is +32% more likely to be viewed



SUGGESTED RESOURCES

* ads.twitter.com (Ads Dashboard)

* business.twitter.com (Small Business Information)

* blog.twitter.com/marketing (Marketing Case Studies - Auto)

* www.v12data.com/blog/10-social-media-strategies-car-dealerships/

ACTION ITEMS

- * Commit to the power of Twitter for Customer Service and Consumer Marketing
- * What does your content calendar look like? New vehicles? Service Department? Celebrate New Buyers? Local Events?
- * Define your consumers - organic and paid
- * Test Twitter ads with defined objectives - site action, engagement, leads



Q&A: ASK OUR EXPERT



PRIZE ALERT



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Today's Expert



Chad Rumming

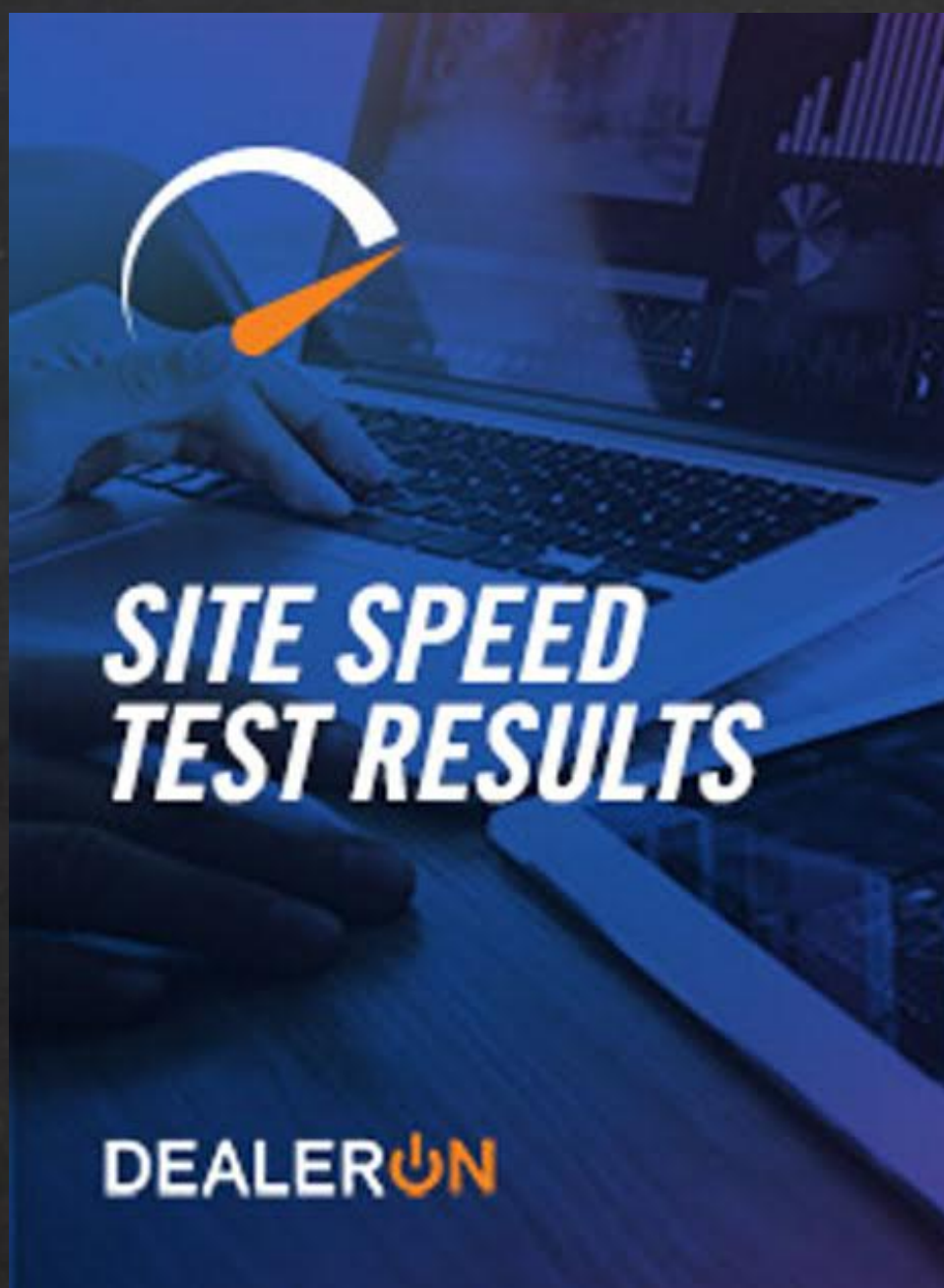
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CHECK OUT OUR NEXT WEBINAR

Thursday, Feb. 1 12pm EST / 9am PST

Key Conquest Email Strategies that Boost Fixed Ops & Sales



Peter "Web Doc" Martin

President at Cactus Sky Communications

