



Autotrader 

HOW TO

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# MARKET NEW CARS ONLINE

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BRING YOUR  GAME

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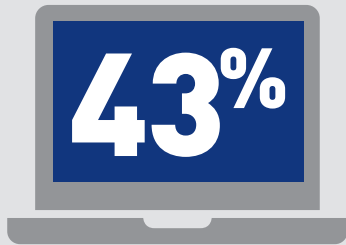
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## Questions?

Call **1-800-353-9350** or visit **DealerLearningCenter.com**



**NEW CAR BUYERS  
WHO LOOKED FOR A  
USED CAR FIRST<sup>1</sup>**

## HOW TO

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# MERCHANDISE NEW CARS ONLINE

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Now that you've gotten the hang of marketing Used cars on the Internet, it's time to turn your attention to New vehicles. From a shopper's perspective, it's every bit as important as Used car marketing because car shoppers don't distinguish much at all between New and Used. They're simply looking for what they believe to be the **best value**. In fact, **43%**<sup>1</sup> of New vehicle buyers actually started shopping for a Used car first before ultimately settling on a New car, and **68%**<sup>2</sup> of visitors searching for a vehicle on Autotrader look at New and Used cars together.

So, if you're not marketing your New cars the same as your Used inventory, or if you're listing New cars on one third-party site and Used cars on another, you may be missing significant opportunities to move New cars quickly and efficiently.

If you're already marketing your Used vehicles online, you're almost there. Like Used cars, there's more to a New car's story than the features listed on its VIN explosion. This handbook provides step-by-step guidelines on how to market and set up New vehicle listings. These tactics hold true on third-party sites as well as your own dealership website.

<sup>1</sup>Source: Autotrader User Profile Study, 2014

<sup>2</sup>Source: Autotrader Site Data, Q2 2015

# THE INTERNET

## IS THE MOST-USED SOURCE DURING THE SHOPPING PROCESS<sup>1</sup>

### MOST-USED SOURCE DURING SHOPPING PROCESS<sup>1</sup>



The Internet is the most used and most influential shopping source among New vehicle buyers.

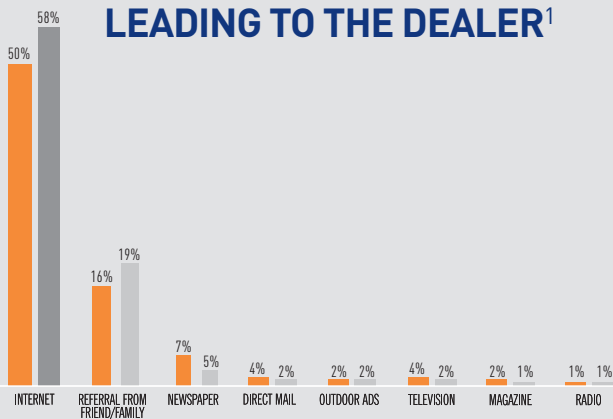
**75% OF NEW VEHICLE BUYERS** use the Internet during the car-shopping process.

### NEW VEHICLE BUYERS<sup>1</sup>



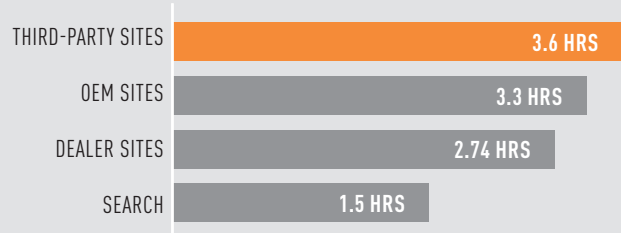
New vehicle buyers spend close to 17 hours shopping for a car, 70% of that time online. (11.9 hours of 16.9 total hours).

### MOST INFLUENTIAL SOURCES LEADING TO THE DEALER<sup>1</sup>



**50%** of New car buyers say the Internet is the predominant source that leads them to dealers — more than 3 times that of any other source.

### NEW VEHICLE BUYERS<sup>1</sup>



New car buyers spend the most shopping time on **THIRD-PARTY SITES**.

Nearly all New car buyers are **CROSS-SHOPPERS** — they shop both New and Used categories, so there's always an opportunity to convert Used to New.

**SPECIAL OFFERS, DEALER REBATES & INCENTIVES** are significantly important to New car buyers, which is one of the key reasons they shop online.

<sup>1</sup>Source: 2015 Automotive Buyer Influence Study



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## DEFINE YOUR NEW CAR MARKETING STRATEGY

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Use these tips to generate greater activity on your listings.

### HAVE AN INVENTORY-BASED MARKETING STRATEGY

New car buyers spend **70%** of their total shopping time online, and they spend the most time online looking at inventory on third-party sites.<sup>1</sup> The most successful dealers understand that by having a strong inventory presence on third-party sites, they are putting their vehicles in front of as many qualified, in-market shoppers as possible.

### THINK “ALL CARS” ALL THE TIME

The majority of shoppers want to view **Used** and **New** cars together in the same search. If you are a franchise dealer, that means it's important to get your New cars listed on third-party sites such as Autotrader and KBB.com. But just listing your New cars isn't enough. Effective New car merchandising with **actual** photos, videos, comments and pricing can help convince an undecided shopper to choose New over Used. By giving equal exposure and merchandising to **ALL** your cars — both New and Used — you are more likely to be part of a shopper's consideration set.

### VIEW YOUR MARKETING THROUGH A CONSUMER-CENTRIC LENS

Think about what the **shopper** wants to know (consumer-centric) and not what you want to tell them (dealer-centric). Shoppers tell us they want to see lots of photos of the actual car they are looking at — even if it's a New car. They are also very concerned with pricing, so there's an opportunity to allay their cost fears by highlighting ways you can help them save (incentives, financing specials, payment amounts). You have the power to give shoppers exactly what they want — and they are just a click away from another dealer who will give them what they want.



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<sup>1</sup>Source: 2015 Automotive Buyer Influence Study

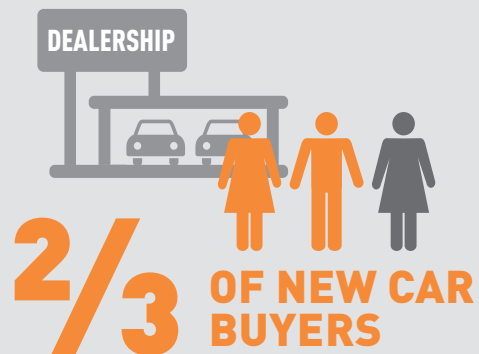
# MERCHANDISING NEW CARS:

## IS IT WORTH IT?

Through years of experience we know that great merchandising yields great results on Used inventory, but many dealers are still unconvinced that they can get similar results for New inventory. While it is easy to argue that New vehicles are basically commoditized — that they are the same and consumers will not need to be sold through pricing, multiple real photos and comments — hard data involving Vehicle Details Page (VDP) views shows this argument is unfounded.

Research has shown that the more VDP views a vehicle gets, the less time it stays in inventory on average. VDP views are a key performance indicator because they help account for the **66%** of New car buyers who walk into the dealership without submitting a lead beforehand.<sup>1</sup>

Merchandising your New inventory with pricing, real photos and comments will give you a leg up on the competition because few dealers do all three. These merchandising tactics work in concert with each other, giving dealers the most improvement in VDP views per listing to drive interest and engagement among shoppers when used together. Not only will your efforts boost your VDP views, they will also increase your ranking in Search Results Pages (SRPs) on sites like KBB.com, which rank vehicles based on merchandising strength to gain the shopper's interest. Finally, if you aren't effectively merchandising your Used inventory today, it is time to start: VDP views increase at an even faster rate for Used inventory than New inventory with better merchandising.



WALK INTO THE DEALERSHIP WITHOUT  
SUBMITTING A LEAD BEFOREHAND<sup>1</sup>

<sup>1</sup>Source: 2012-2014 — Autotrader New Car Dealer Sourcing Study

# ANATOMY OF A THIRD-PARTY VEHICLE DETAILS PAGE (VDP)

**Autotrader**
My Autotrader: [Sign in](#) | [Sign up](#) | [Sign in with Facebook](#)

Cars for Sale
Sell My Car
Trade in My Car
Car Research & Reviews
Find Local Dealers
Loans
Insurance

Back to results [Print highlights](#) [Email a friend](#) [Text to phone](#) [Like](#) [Tweet](#) [G+](#) [Suspect Fraud? Report it](#)

**\$35,965**  
MSRP \$37,934

Estimate My Payment \$581\*  
EST. PER MO.

My Offer: \$ 37500

Credit Score: Excellent ( )

Financing: 3.90%, 72

Trade-in: Add Trade-in

Down Payment: \$ 3750

Start My Deal

Save for Later

\* Est. range \$561 to \$611. Terms are estimates & subject to approved credit. Payments include est. tax, title, registration, & Doc Fees. [Details](#)

Powered by **MakeMyDeal**

\$1000 Cash Back  
[View details and other offers](#)

**New 2016 Ford Fusion Energi SE Luxury**

Mileage: 8 [Save car](#) [Compare](#)

All (35) [Photos \(30\)](#) [Videos \(2\)](#) [360° spins \(2\)](#) [Map](#) Page 1 of 4

Viewing

Vehicle Video

360° Exterior

360° Interior

MAP

Overview
Model Details
Reviews & News
Warranty

**New 2016 Ford Fusion Energi SE Luxury**

Stock No.      VIN      AT Car ID

**Sedan**

Exterior: Red

Interior: Black

**40** CITY MPG

**36** HWY MPG

**Hybrid Gas/Electric**

**Hybrid**

Transmission: Continuously Variable Automatic

Drive Type: 2 wheel drive - front

- 141 hp horsepower
- 4-wheel ABS brakes
- 8-way power adjustable drivers seat
- Air conditioning with dual zone climate control
- Audio controls on steering wheel
- Bluetooth
- CVT Transmission
- Driver memory seats
- Fuel economy EPA highway (mpg): 36 and EPA city (mpg): 40
- Head airbags - Curtain 1st and 2nd row
- Heated drivers seat
- Heated passenger seat
- Leather seats
- Memory settings for 3 drivers
- Multi-function remote - Trunk/hatch/door/tailgate windows
- Passenger Airbag
- Power door locks
- Power heated mirrors
- Power windows with 4 one-touch
- Tilt and telescopic steering wheel
- Traction control - ABS and driveline

**Seller Comments**

Hold on to your seats!!! Ford has done it again!!! They have built some ample vehicles and this ample SE Luxury is no exception! Priced below MSRP!!! Bargain Price!!! Biggest Discounts Anywhere! Gassss saverrrr!!! 36 MPG Hwy\* All the right ingredients!! Safety equipment includes: ABS, Traction control, Curtain airbags, Passenger Airbag...Other features include: Leather seats, Bluetooth, Power door locks, Power windows, Heated seats... We Make it Easy! , 141 hp horsepower, 4-wheel ABS brakes, 8-way power adjustable drivers seat, Air conditioning with dual zone climate control, Audio controls on steering wheel, Bluetooth, CVT Transmission, Driver memory seats, Fuel economy EPA highway (mpg): 36 and EPA city (mpg): 40, Head airbags - Curtain 1st and 2nd row, Heated drivers seat, Heated passenger seat, Leather seats, Memory settings for 3 drivers, Multi-function remote - Trunk/hatch/door/tailgate windows, Passenger Airbag, Power door locks, Power heated mirrors, Power windows with 4 one-touch, Tilt and telescopic steering wheel, Traction control - ABS and driveline

Good credit, BAD credit, NO credit...NO problem. We will do our best to finance ANYONE. We have over 35 available lenders just waiting for the opportunity to approve your loan on the car of your dreams.

**Disclaimer**  
Price excludes government fees and taxes, any finance charges, any dealer document preparation charge, and any emission testing charge.

**Own this Ford Fusion Energi SE Luxury**

Find out the next steps to making it yours.

**Car Loans**

Get a loan decision in seconds for any credit situation.

Powered by RoadLoans.com®

**Car Insurance**

Get a free insurance quote for this Ford

**The score many lenders use**

FICO Score powered by Experian

**Sell or Trade on Autotrader**

Post an ad or get a Kelley Blue Book® Instant Cash

Video Link

The Virtual Walk-Around

Powered by **MakeMyDeal**

Get a Loan

HOMETOWN AUTOS USA

**Hometown Autos USA**

1-866-288-6872

#1 in Customer Service

3003 Summit Blvd  
Atlanta, GA 30319

[View our inventory](#)

Visit our website

Email This Seller

First Name

Last Name

Email

555-555-5555 (Option)

Enter your message here. Maximum 250 characters.

Yes, I would like to receive updates, promotions, and discounts from Autotrader and their affiliates.

By using this service, you accept the terms of our Visitor Agreement

Send Email

PRICE

SPECIAL OFFERS LINK

CONTACT INFORMATION

WHY BUY FROM US

MAP AND DIRECTIONS


DEALERSHIP EMAIL

TELL THE CAR'S STORY

VIDEO LINK

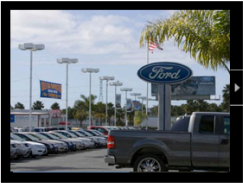
THE VIRTUAL WALK-AROUND

# ANATOMY OF A DEALERSHIP DETAILS PAGE (DDP)



[My Autotrader: Sign in](#) | [Sign up](#) | [Sign in with Facebook](#)

Cars for Sale
Sell My Car
Trade in My Car
Car Research & Reviews
Find Local Dealers
Loans
Insurance



## Hometown Autos USA

**HOMETOWN**  
AUTOS-USA

3003 Summit Blvd  
Atlanta, GA 30319

**1-866-288-6872**

[Email this dealer](#)

[Finance a vehicle with us](#)

[Like](#)

[Get directions](#)

[Visit our website](#)


Inventory
About this Dealership

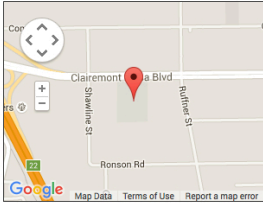
### Featured Inventory

The car images are stock photos and are not exact representations of the vehicles offered for sale.

New | Used | [See all inventory](#)

**Ford Fiesta**  
1 Available







[View Larger Map](#)

[★ View seller ratings](#)


**Ford Focus**  
1 Available




**Ford Fusion**  
1 Available




**Ford Transit Connect**  
1 Available




**Ford Escape**  
1 Available



**Ford C-MAX**  
1 Available



**Ford Mustang**  
1 Available



**Get a Kelley Blue Book<sup>SM</sup> Instant Cash Offer**


Use it toward the purchase of another vehicle or walk away with cash.

### Facebook Feed

Like Page 2.2k Likes

Yesterday at 11:52am

"Weather" you are traveling toward or from the snow this holiday, manners matter! Check out these driving etiquette tips to help make your drive as safe and fun as possible >> <http://oak.ctx.ly/r/43zmc>



### Services and Amenities

- Factory Authorized Service Center
- Body Shop
- Rental Cars
- Parts & Accessories
- Courtesy Shuttle

[View all services and amenities](#)

### Why You Should Buy a New Car From Us

Hometown Autos would like to challenge you to find a dealer that gives better service than we do. Hometown Autos has won the President's Award six times for cus ... [Read more](#)

### Why You Should Buy a Used Car From Us

Hometown Autos is Anytown's number one Certified Dealer for Ford. 100,000 mile warranty, 172 point inspection and special interest rates OAC on all certified vehi ... [Read more](#)

### Languages Spoken

- Español
- Tagalog

### Dealer Disclaimer

Price excludes government fees and taxes, any finance charges, any dealer document preparation charge, and any emission testing charge.

CONTACT INFORMATION

MAP AND DIRECTIONS

SHOWCASE SPECIAL DEALERSHIP FEATURES

"WHY BUY FROM US?" COMMENTS

6



# ALWAYS

## SHOW THE PRICE

Listings without a price can turn customers off because they may automatically assume a vehicle costs too much. In fact, listings with a price receive **27% more click-throughs** to the Vehicle Details Page (VDP) than listings without a price.<sup>1</sup> Whether this lift is because consumers think dealers are hiding something by not displaying a price or they gravitate toward competing listings that show more information, it is clearly important to price all inventory. Customers aren't always looking for the lowest price, just the best value (which is where great merchandising comes into play), so don't hold back. Give them both retail and MSRP.

## MAKE NEW VEHICLE PRICING WORK FOR YOU

### PRICE RIGHT, MERCHANDISE BETTER

Price alone is not going to make a New car stand out, but **merchandising** will. Focus on other services you're going to provide the shopper with her purchase. For example, free oil changes for a year, free car washes for a year, "why buy from you," why this model is the right choice based on the customer's lifestyle, etc.

Your job is to walk a mile in your customer's shoes, determine what's important to her or him (customer-centric) and deliver an experience that says "right car, right price, right dealer."

### DO YOUR HOMEWORK

Since customers have access to retail and MSRP, use one of the excellent pricing tools available, such as vAuto's Conquest, to price your New vehicles based on your market.

### PRICE CONSISTENTLY

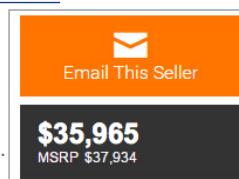
Use the same price for a vehicle throughout all forms of advertising.

### PROMOTE SPECIAL PROGRAMS

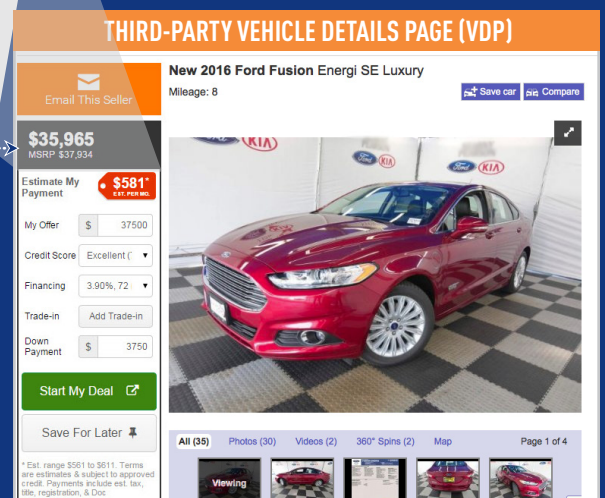
Promote special programs, including special financing, cash-back incentives and leasing programs.

### TALK ABOUT THE VEHICLE

In the comments section, talk about the premium features that make this vehicle worth its price (leather seats, DVD players, GPS system, heated seats, etc.).



PRICE



## NEW CAR LISTINGS

**27%** MORE CLICK-THROUGHS TO THE VDP

THAN LISTINGS WITHOUT A PRICE<sup>1</sup>

<sup>1</sup>Source: Autotrader Site Data, Q2 2015

# EVERY PICTURE TELLS A STORY

Research shows that dealers who merchandise their New inventory online by adding multiple custom photos of each New car and price it below MSRP can increase VDPs by as much as **108%**.<sup>1</sup> However, on Autotrader, there are **91%** more VDP views per listing when a New vehicle has multiple custom photos versus no photos, **116%** more compared to a stock photo, and **61%** more versus a single custom photo.<sup>2</sup>

The increase in VDP views per listing with multiple real photos of each New vehicle is by far the **biggest** positive merchandising difference. Moreover, the value is likely to outweigh the relatively low per-vehicle cost of taking 10 photos of each New unit at your dealership. Real photos of New inventory prove you have that vehicle, encourage shoppers to envision themselves in it and make it less likely that a shopper will leave your VDP to find one with more pictures.

#### **Why actual photos are more likely to bring a customer to you:**

- Multiple custom photos versus a stock photo increase click-throughs to the VDP by 364%.<sup>1,2</sup>
- The price AND multiple custom photos increase VDP views by 186%.<sup>2</sup>
- The number of custom photos on vehicle listings also has an influence: VDP views per listing steadily increase up to 48 photos.

<sup>1</sup>Source: The Impact of Merchandising, Autotrader, Q2 2015

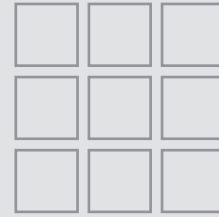
<sup>2</sup>Source: Autotrader Site Data, Q2 2015

# THE MORE PHOTOS THE BETTER

A multiple-photo “virtual walk-around” of the actual vehicle helps buyers become familiar with the car so they develop a connection with it. The exterior walk-around should feature views from every angle, including the front, front quarter panel, driver’s side, passenger’s side, rear, rear quarter panel, the engine, a wheel, a closeup of the front end, doors open, the trunk and bumper, to name a few.

## INTERIOR PHOTOS ARE A MUST, TOO

Think about what the buyer sees when he gets in and looks around the interior of the car. The steering wheel and gauges, dashboard, glove box, center console, radio/ stereo, rear DVD players and GPS are good places to start.



## ONE LAST TIP

**SHOW A VARIETY** OF INTERIOR AND EXTERIOR SHOTS AND ANGLES WITHIN THE FIRST 9 PHOTOS SO CUSTOMERS GET A MINI WALK-AROUND AS SOON AS THEY ARRIVE AT YOUR VDP.

# DIY PHOTOGRAPHY BASICS

## THE CAMERA

A digital camera will yield high-quality photos; the camera on your phone may or may not. A 35mm camera with interchangeable lenses is best, but not necessary to produce good images. If you use a professional photographer to shoot your Used cars, see about renegotiating your contract to include New vehicles.

## THE LOCATION

Choose a nice location with minimal distractions in the background — against a grove of trees, the side of a building or in your staging area. The best times of day to take a photo outdoors are in the morning after sunrise but before 11 a.m., and in the afternoon between 4 p.m. and dusk. Avoid shooting photos between noon and 3 p.m. because the sun is so high in the sky that it casts bad shadows around objects, masking details.





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## DIY PHOTOGRAPHY BASICS (CONT.)

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### THE COMPOSITION

The car you're taking a picture of should be the only one in the photograph. Don't take pictures of the car when it's in the inventory line — a bunch of other cars in the background is distracting. Make sure your photos are up to date. For example, don't show a car on a snowy lot during the middle of summer.

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### THE QUALITY

The customer should be able to clearly see detail. Don't frustrate buyers with pictures that are blurry or lack detail.

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### THE EASY WAY OUT

We'll say it again: Stock photography does nothing to help you sell a vehicle.

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### OR, CONSIDER USING A PROFESSIONAL PHOTOGRAPHY VENDOR

The challenge of DIY photography is that it's difficult to control quality outcomes and can be labor-intensive. Many dealers use **automotive Internet publishing services, such as HomeNet Automotive**. These data management services specialize in handling dealer vehicle merchandising, from shooting vehicles to publishing the images on all of a dealer's listing feeds. This ensures quality and consistency, and lets you focus on what you do best — marketing and selling cars.

# THE VIRTUAL WALK-AROUND

EXTERIOR ANGLE



EXTERIOR DRIVER SIDE



EXTERIOR PASSENGER SIDE



DASHBOARD



CENTER CONSOLE



ELECTRONICS



REAR INTERIOR



DRIVER INTERIOR



REAR PASSENGER INTERIOR



MOON ROOF



ODOMETER READING



UNDER THE HOOD



EXTERIOR FRONT



EXTERIOR BACK



EXTERIOR BACK DRIVER SIDE



# HOW VIDEO INFLUENCES

## CAR SHOPPERS

Like photos, you should consider video another part of your virtual showroom. In fact, **47%** of car shoppers first heard about a car/truck by watching an online video; and **65%** are able to narrow down their options after watching a video.<sup>1</sup>

As you work to target your ad spend, it's important to understand the role that video plays in influencing car shoppers. According to the 2015 Cox Automotive Consumer Video Research Study, nearly 2 out of 3 shoppers watch a video at the point of evaluating which make/model to purchase; fewer than **20%** watch a video after visiting the dealership.



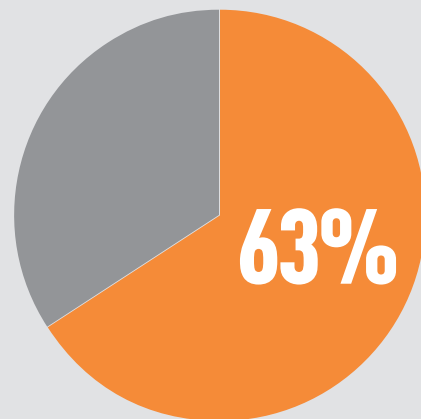
### VIDEO BY THE NUMBERS

More than **75%** want to see the interior, standard and additional features.<sup>1</sup>

Video can increase Vehicle Details Page views by **16%**.<sup>2</sup>

**31%** of New car buyers watched online videos of the vehicle they purchased.<sup>3</sup>

### CAR SHOPPERS WHO WATCH A VIDEO PRIOR TO PURCHASING<sup>1</sup>



2 OUT OF 3 SHOPPERS WATCH VIDEO DURING THE EVALUATION OF MAKE/MODEL PHASE.

<sup>1</sup>Source: Google, "Digital Drives Auto Shopping," November 2013

<sup>2</sup>Source: Autotrader Site Statistics, Q3 2014

<sup>3</sup>Source: 2015 Automotive Buyer Influence Study

# VIDEO DISTRIBUTION IS KEY

First, let's talk about **where** you should be posting videos online. It's not just about the content. The key is the distribution and exposure for your videos. It doesn't matter how good the content is if it's not being seen by in-market car shoppers.

The 2015 Cox Automotive Consumer Video Research Study found that a majority of shoppers watch less than one hour of video of vehicles; 44% prefer videos between 30 seconds and 2 minutes. The study also found that shoppers say videos that feature a vehicle's exterior, interior, and design and feature overviews are the ones they most commonly watch because they are the most helpful.

It's important to place video where shoppers expect to find it: Dealership sites, manufacturer sites and third-party sites like Autotrader and KBB.com. Video-sharing sites like YouTube are also important to your video distribution strategy.



## VIDEO CONTENT

Now that you know where you're going to be posting your videos, let's talk content. Successful videos **educate**, **entertain** and **enlighten**. Dealers need to help car shoppers understand the value of their inventory and services in the context of an educational video that meets the shoppers' needs.

Your brand should play a supporting role. Focus on helping the viewer first and endorsing your brand second — the value of video in the online space comes from usefulness to the consumer. Too hard a sell and you may diminish the positive experience.

## HELP YOUR VIDEOS STAND OUT ON SEARCH ENGINES

Shoppers only see the first 140 characters of your video description during a Google search, so make your words count.

## WHERE TO UPLOAD VIDEOS

Upload videos to YouTube, your website, third-party sites such as Autotrader and KBB.com, and social networks like Facebook.

# DIY VIDEO BASICS

Your video doesn't have to be studio-production quality to build interest and consideration among consumers. Since a lot of the shopping process is taking place online, think about the do-it-yourself video as your virtual salesperson.

## SUCCESSFUL VIDEOS EDUCATE, ENTERTAIN AND ENLIGHTEN

State the facts, avoid a sales pitch.

## HELP SHOPPERS FIRST, YOUR BRAND SECOND

Too much focus on your dealership turns the shopper off.

## THE CAMERA

Video doesn't have to be professionally made; you can do it yourself with a \$100 video camera.

## THE LOCATION

Same rules apply here as for still photography. Choose a nice location with minimal distractions in the background — against a grove of trees, the side of a building or in your staging area. The best times of day to take video outdoors are in the morning after sunrise but before 11 a.m., and in the afternoon between 4 p.m. and dusk. Avoid shooting video between noon and 3 p.m. because the sun is so high in the sky that it casts bad shadows around objects, masking details.

## THE COMPOSITION

Photography rules apply here, too.

## SHOW THE ACTUAL CAR

Use OEM-supplied video if you must and only on your website to speak generally to the model. Your story is best told if you make your own video, but it's okay to use OEM video in conjunction with your own footage or if you simply can't do the video yourself. Anything is better than nothing.

## DO A 360° PAN-AND-SCAN WALK-AROUND

The most commonly watched videos highlight a vehicle's features.<sup>1</sup> Give shoppers a sense of what it would be like to own and operate the car. Make sure to include basic views of both the interior and exterior of the car. Include views under the hood and in the trunk. Start the engine, turn on the radio, engage the GPS system and so on. Reinforce information retention by showing what you're talking about (e.g., the odometer while talking about mileage).

## KEEP THE VIDEO SHORT

Focus on **30 seconds to 2 minutes** of highlights. Customers have short attention spans and will likely lose interest if the video runs too long. If you're writing a script, allow 2 words per second.

## INCLUDE INFORMATION THAT CANNOT BE GAINED FROM PHOTOS

Online video is perfect for showcasing features that static images cannot fully convey. While it's nice to know that a car is equipped with the latest high-end accessories, a video showing one in action will help shoppers decide if it's the option they need. Don't forget to explain less tangible qualities about the car as well, such as the warranty.

**THIRD-PARTY VEHICLE DETAILS PAGE (VDP)**

New 2016 Ford Fusion Energi SE Luxury  
Mileage: 8

Save car Compare

Email This Seller

**\$35,965**  
MSRP \$37,934

Estimate My Payment **+\$584** / mo. for 60 mos.

My Offer: \$ 37500

Credit Score: Excellent (7-)

Financing: 3.99%, 72

Trade-in: Add Trade-in

Down Payment: \$ 3750

Start My Deal

Save For Later

\* Est. range \$561 to \$611. Terms are estimates & subject to approved credit. Payments include est. tax, title, registration, & Doc Fees. Details

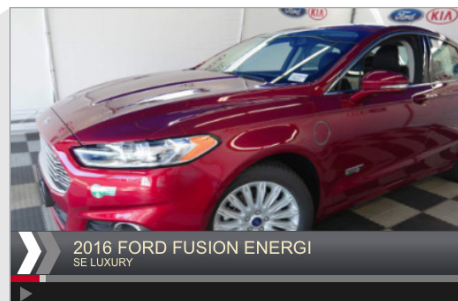
Powered by **MakeMyDeal**

\$1000 Cash Back  
View details and other offers

All (35) Photos (30) Videos (2) 360° Spins (2) Map Page 1 of 4

Viewing Vehicle Video 360° Exterior 360° Interior MAP

WATCH VIDEO LINK





# PAN-AND-SCAN VIDEO

VIEW #1



VIEW #2



VIEW #3



VIEW #4



VIEW #5



VIEW #6



VIEW #7



VIEW #8



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# LEVERAGE MANUFACTURER ASSETS

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Most OEMs have **video assets** available for your use, so use these assets when you can't use the other options mentioned, or use them in conjunction with do-it-yourself or pan-and-scan videos. In addition, your manufacturer likely has a video distribution network that you can take advantage of. Another great idea is to repurpose your TV commercials as online videos.

Regardless of what type of video you decide to use, the most important thing is getting your videos in front of as many in-market shoppers as possible.

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## VIDEO TIP

INCLUDE A CALL TO ACTION (CTA). **GIVE SHOPPERS A REASON TO COME TO YOUR DEALERSHIP TO SEE THE VEHICLE.** THIS CAN SIMPLY BE YOUR CONTACT INFORMATION, BUT A SPECIAL OFFER COULDN'T HURT. JUST BE SURE THE OFFER ISN'T AN INTERNET-ONLY PRICE.

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# BUILD CONSUMER-CENTRIC COMMENTS THAT CUSTOMERS CAN RELATE TO

Granted, it's easy to write comments about Used cars because they have a history and a unique story to tell. But New vehicles have bells and whistles and new technology that you can use to keep shoppers on the VDP, so make the comments section work for you.

## THE FIRST FEW SENTENCES ARE THE MOST IMPORTANT

They are the comments the customer sees on the SRP. They should be loaded with the key benefits that would appeal to the customer's **lifestyle** and entice them to click through to the VDP.

### Here's an example:

*"The 2016 Chevy Cruze is all about the enjoyable features, great handling and a peppy engine that delivers maximum fuel economy."*

## DEALER-SPEAK IS DEADLY

Stay away from merely listing a car's features in the comments area, such as Airbag Deactivation, Passenger Seat Height Adjust, Emergency Trunk Release, Split Bench Seats, etc. Not only is it nearly impossible to read one feature after another in paragraph form, it uses up valuable selling space for you to influence the shopper to contact you.

For example, in your explanation of trunk capacity, say "Huge trunk that will hold three sets of golf clubs with room for a cooler." Or, "Holds three overnighter suitcases with room to spare." On the subject of leather seats: "Easy to clean, cool in summer, warm in winter."

## TALK ABOUT A FEW DESIRABLE OPTIONS

If the vehicle has OnStar, say "OnStar communications system calls for help in emergencies and even finds the best restaurants." If the vehicle is equipped with DVD players, say something like "DVD players on the back of each seat keep the kids happy all the way to Grandma's house."

## STAY AWAY FROM ALL CAPS ANYWHERE ON YOUR PAGE

It's extremely difficult to read and will limit the time your customer spends on the VDP.

## YOUR NEW CAR VDP SHOULD ALSO INCLUDE:

- A bulleted list of the vehicle's installed options.
- Information on warranties.
- Incentives, such as free oil changes for a year or free satellite radio subscription for 12 months.
- Why Buy from Us comments — Here's your chance to tell your customer a little bit about you — and what you'll do to earn their business.

### THIRD-PARTY VEHICLE DETAILS PAGE (VDP)

**New 2016 Ford Fusion Energi SE Luxury**

<b>Stock No.</b>	<b>VIN</b>	<b>AT Car ID</b>
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>Sedan</b></p> <p>Exterior: Red</p> <p>Interior: Black</p> </div> <div style="text-align: center;"> <p><b>40</b> CITY MPG</p> <p><b>36</b> HWY MPG</p> <p><b>Hybrid Gas/Electric</b></p> </div> <div style="text-align: center;"> <p><b>Hybrid</b></p> <p>Transmission: Continuously Variable Automatic</p> <p>Drive Type: 2 wheel drive - front</p> </div> </div>		
<ul style="list-style-type: none"> <li>• 141 hp horsepower</li> <li>• 4-wheel ABS brakes</li> <li>• 8-way power adjustable drivers seat</li> <li>• Air conditioning with dual zone climate control</li> <li>• Audio controls on steering wheel</li> <li>• Bluetooth</li> <li>• CVT Transmission</li> <li>• Driver memory seats</li> <li>• Fuel economy EPA highway (mpg): 36 and EPA city (mpg): 40</li> <li>• Head airbags - Curtain 1st and 2nd row</li> <li>• Heated drivers seat</li> <li>• Heated passenger seat</li> <li>• Leather seats</li> <li>• Memory settings for 3 drivers</li> <li>• Multi-function remote - Trunk/hatch/door/tailgate windows</li> <li>• Passenger Airbag</li> <li>• Power door locks</li> <li>• Power heated mirrors</li> <li>• Power windows with 4 one-touch</li> <li>• Tilt and telescopic steering wheel</li> <li>• Traction control - ABS and driveline</li> </ul>		
<p><b>Seller Comments</b></p> <p>Hold on to your seats!!! Ford has done it again!!! They have built some ample vehicles and this ample SE Luxury is no exception! Priced below MSRP!!! Bargain Price!!! Biggest Discounts Anywhere! Gasssss saverrrr!!! 36 MPG Hwy* All the right ingredients!! Safety equipment includes: ABS, Traction control, Curtain airbags, Passenger Airbag...Other features include: Leather seats, Bluetooth, Power door locks, Power windows, Heated seats... We Make it Easy!, 141 hp horsepower, 4-wheel ABS brakes, 8-way power adjustable drivers seat, Air conditioning with dual zone climate control, Audio controls on steering wheel, Bluetooth, CVT Transmission, Driver memory seats, Fuel economy EPA highway (mpg): 36 and EPA city (mpg): 40, Head airbags - Curtain 1st and 2nd row, Heated drivers seat, Heated passenger seat, Leather seats, Memory settings for 3 drivers, Multi-function remote - Trunk/hatch/door/tailgate windows, Passenger Airbag, Power door locks, Power heated mirrors, Power windows with 4 one-touch, Tilt and telescopic steering wheel, Traction control - ABS and driveline</p>		

TELL THE CAR'S STORY

**Seller Comments**

Hold on to your seats!!! Ford has done it again!!! They have built some ample vehicles and this ample SE Luxury is no exception! Priced below MSRP!!! Bargain Price!!! Biggest Discounts Anywhere! Gasssss saverrrr!!! 36 MPG Hwy\* All the right ingredients!! Safety equipment includes: ABS, Traction control, Curtain airbags, Passenger Airbag...Other features include: Leather seats, Bluetooth, Power door locks, Power windows, Heated seats... We Make it Easy!, 141 hp horsepower, 4-wheel ABS brakes, 8-way power adjustable drivers seat, Air conditioning with dual zone climate control, Audio controls on steering wheel, Bluetooth, CVT Transmission, Driver memory seats, Fuel economy EPA highway (mpg): 36 and EPA city (mpg): 40, Head airbags - Curtain 1st and 2nd row, Heated drivers seat, Heated passenger seat, Leather seats, Memory settings for 3 drivers, Multi-function remote - Trunk/hatch/door/tailgate windows, Passenger Airbag, Power door locks, Power heated mirrors, Power windows with 4 one-touch, Tilt and telescopic steering wheel, Traction control - ABS and driveline

## TELL THE CAR'S STORY

"Ice-cold air conditioning"  
with "Rain-sensing wipers"

"Smooth-shifting automatic  
transmission" with "Heated  
and cooled seats"

"Gets great gas mileage —  
up to 35 mpg" with "Best  
mileage of any 2WD Full-  
Size SUV at 23 MPG hwy"

"For just a few dollars  
a month, you can  
add a 3-year / 36K  
extended warranty!"

"Comes with a 5-year / 100K  
manufacturer's warranty!"

"Free Vehicle History  
Report" with "Driver  
Information Center"

"Voice-activated navigation  
system with 5 years of service"

"Special financing available"  
with "WiFi Hotspot"

"Backup camera"

"Special financing available!"

"Free oil changes for a year  
if you buy this weekend!"

"Only valid for the first  
50 callers" with "0.9% APR  
for up to 60 months."

"Cash Back Offer expires  
December 31, 2016!" with  
"\$1500 Cash Back Offer"

"Built on the principles  
of providing genuine caring  
and personal service"  
with "We finance everyone  
regardless of credit."

"We offer a full range  
of automotive services,  
from sales to service and  
accessories to finance  
and insurance."

"ON YOUR SMART PHONE?"

Click to Call  
1-800-555-1234  
to confirm that we still  
have this vehicle and get any  
other questions you have  
answered instantly."

# PLAY UP PROMOTIONS AND SPECIAL OFFERS

Promotions, incentives, rebates and special offers are **significantly important** to New car buyers, who rank them the third most important reason to shop online.<sup>1</sup> They help convert shoppers from the SRP to the VDP and keep them on the VDP. In addition to third-party websites such as Autotrader and KBB.com, it's a good idea to promote incentives everywhere your dealership is in the online world — your own website and with display ads on local sites as well as automotive sites.

Use banner ads, dedicated sections of your website and video to advertise special offers, promotions, rebates and special financing.

## BRING THEM TO YOUR DOOR

Use your specials to grab attention and bring shoppers to your dealership.

LINK TO CURRENT OFFERS

## CONVERT THEM FROM USED TO NEW

Highlighting low APR or other incentives with special offers can help convert Used car shoppers to New car shoppers.

## EMBRACE THE SEASON

Create timely, relevant offers that tie into the holidays, the seasons, tax time, vacation time and more.

## BE SURE TO INCLUDE LEGAL DISCLAIMERS, TOO

**THIRD-PARTY VEHICLE DETAILS PAGE (VDP)**

Save For Later

\*Est. range \$561 to \$611. Terms are estimates & subject to approved credit. Payments include est. tax, title, registration, & Doc Fees. Details

Powered by **MakeMyDeal**

\$1000 Cash Back  
View details and other offers

Get a Loan

**HOMETOWN**  
HOMETOWN

Hometown Autos  
USA  
1-866-288-6872

#1 in Customer Service

3003 Summit Blvd  
Atlanta, GA 30319

View our inventory

Visit our website

All (35) Photos (30) Videos (2) 360° Spins (2) Map Page 1 of 4

Viewing

Vehicle Video Vehicle Video 360° 360° MAP

Overview Model Details Reviews & News Warranty

**New 2016 Ford Fusion Energi SE Luxury**

Stock No. VIN

**Sedan** 40 CITY MPG 36 HWY MPG **Hyb**  
Exterior: Red Trans: Carbon Autom  
Interior: Black Drive T 2 wheel

- 141 hp horsepower
- 4-wheel ABS brakes
- 6-way power adjustable driver's seat
- Air conditioning with dual zone climate control
- Audio controls on
- CVT Transmission
- Driver memory seats
- Fuel economy EPA highway (mpg): 36 and EPA city (mpg): 40
- Head airbags - Curtain 1st and 2nd row
- Heated passenger seat
- Leather seats
- Memory settings for 3 drivers
- Multi-function remote - Trunk/hatch/door/tailgate windows



## VENDOR TIP

MAKE SURE YOU ARE **REGULARLY SPOT-CHECKING** INVENTORY LISTINGS ON YOUR WEBSITE AND VENDOR SITES TO ENSURE ALL INFORMATION IS ACCURATE. LOOK AT PHONE NUMBERS AND CONTACT INFORMATION, AS WELL AS OTHER THINGS LIKE PRICE FOR CONSISTENCY.

# VEHICLE SPECIALS PAGE

## THIRD-PARTY DEALER VEHICLE SPECIALS PAGE


Select an available Special Offer below to see the details and price for this NEW 2016 Ford Fusion Close X

\$1000 Cash Back

\$500 with rates from Manufacturer as low as 0.00% APR

\$1500 Cash Back with Financing from Manufacturer

**\$1,000** Cash Back



MSRP  
**\$35,965**

Additional offers you may qualify for:  
 Police Association IUPA and NAPO Appreciation \$500, EV RCL Renewal \$1,750, American Quarter Horse Assoc Member Offer \$500, RCL Renewal \$500, Military Appreciation \$500, College Student Purchase Program \$500, Competitive Lease Conquest \$500

Disclaimer:  
 See dealer for details  
 Ford Cash  
 RETAIL Customer Cash.

Expires 01/04/2016

CONVERT SHOPPERS FROM USED TO NEW

LEGAL DISCLAIMER

## DEALERSHIP VEHICLE SPECIALS PAGE

**HOMETOWN AUTO, INC.**  
 5555 West Peachtree Street, Any Town, MI 48444  
 Ranked #1 in Customer Service!

SALES: 888-555-5555  
 SERVICE: 888-555-1212  
 PARTS: 888-555-1213

HOME
INVENTORY
CAR FINDER
FINANCE CENTER
PARTS & SERVICE
SPECIALS
TESTIMONIALS
CONTACT US

### Vehicle Specials



HURRY TO GET 0% APR ON 12 DIFFERENT MODELS

**0% APR**

find your model

E-MAIL A FRIEND
REQUEST MORE INFO
PRINT COUPON

\*All advertised prices exclude government fees and taxes, any finance charges, any dealer document preparation charge, and any emission testing charge. Prices shown do not include installation costs, taxes or license. MSRP excludes tax, license, registration and options. Stock picture displayed. Colors, options and trim levels may vary.

DEDICATED "SPECIALS" SECTION OF WEBSITE

CONVERT SHOPPERS FROM USED TO NEW

LEGAL DISCLAIMER

# MERCHANDISE YOUR DEALERSHIP

Your online marketing is about much more than the vehicles you sell. You also want to build consideration for your dealership. What is your dealership's **unique value proposition**? What do car shoppers need to know about your dealership? What question do you get on the phone or by email before shoppers schedule a visit? This information is important in getting car shoppers to not just choose the cars you sell, but to **CHOOSE YOU**.

## TELL YOUR STORY

Do a store video tour and highlight amenities and departments. You can even introduce employees. Show customers why you are a dealership they should do business with.

## TOUT YOUR EXPERIENCE

It's as simple as saying "Celebrating 30 Years!" in your copy. If you've won special awards for community service, customer service, manufacturer awards, etc., say so.

## DEMONSTRATE YOUR CUSTOMER FOCUS

For example, "Built on the principles of providing genuine caring and personal service." Or, "You'll have a dedicated sales consultant to give you personal attention."

## SHOWCASE SPECIAL DEALERSHIP FEATURES

Use video and photos to highlight your dealership amenities. For example, if you've got a state-of-the-art customer waiting room or a playroom for customers' children, show them.

## USE CUSTOMER TESTIMONIALS

Build a strong image for prospective customers. Just remember to get customers to sign a release form authorizing you to use their testimonial in your marketing. Sample release forms can be downloaded from the Internet. Ask your legal counsel for more information.

## INCLUDE DEALERSHIP INFORMATION

Be sure to incorporate your contact information, website address, map and directions.

CONTACT  
INFORMATION

**THIRD-PARTY VEHICLE DETAILS PAGE (VDP)**

**New 2016 Ford Fusion Energi SE Luxury**  
Mileage: 8

Save car Compare

Email This Seller

**\$35,965**  
MSRP \$37,934

Estimate My Payment **-\$581** (est. per mo.)

My Offer: \$ 37500

Credit Score: Excellent ( )

Financing: 3.90%, 72

Trade-in: Add Trade-in

Down Payment: \$ 3750

Start My Deal

Save For Later

Powered by **MakeMyDeal**

\$1000 Cash Back  
View details and other offers

Get a Loan

**HOMETOWN**  
AUTO USA

**Hometown Autos USA**  
1-866-288-6872

#1 in Customer Service

3003 Summit Blvd  
Atlanta, GA 30319

View our inventory

Visit our website

**Overview Model Details Reviews & News Warranty**

**New 2016 Ford Fusion Energi SE Luxury**

Stock No. VIN

**Sedan**  
Exterior: Red  
Interior: Black

**40** CITY MPG  
**36** HWY MPG

**Hybrid Gas/Electric**

- 141 hp horsepower
- 4-wheel ABS brakes
- 8-way power adjustable drivers seat
- Air conditioning with dual zone climate control
- CVT Transmission
- Driver memory seats
- Fuel economy EPA highway (mpg): 36 and EPA city (mpg): 40
- Head airbags - Curtain
- Heated passenger seat
- Leather seats
- Memory settings for 3 drivers
- Multi-function remote - Trunk/hatch/door/tailgate

Hybrid Transmission Continuously Variable Drive Type 2 wheel drive

# WHY BUY FROM US?

## THIRD-PARTY DEALER INFORMATION

**Autotrader** My Autotrader: Sign in | Sign up | Sign in with Facebook

Cars for Sale | Sell My Car | Trade In My Car | Car Research & Reviews | Find Local Dealers | Loans | Insurance

**Hometown Autos USA**  
HOMETOWN AUTOS USA  
 3003 Summit Blvd  
 Atlanta, GA 30319  
 1-866-288-6872

Email this dealer | Get directions | Visit our website | Finance a vehicle with us

**Inventory** | About this Dealership

Your Search: Sort by Price - Highest | Per page 25 | Page 1 of 2

YEAR: 2015 - 2016  
 STYLE: Sedan  
 MINIMUM YEAR: 2015  
 MAXIMUM YEAR: 2016  
 MINIMUM PRICE: Any Price  
 MAXIMUM PRICE: Any Price  
 MILEAGE: Any Mileage  
 Update Results

New 2016 Ford Fusion Energi SE Luxury MSRP \$37,185 \$1000 Cash Back	New 2016 Ford Fusion Energi SE Luxury MSRP \$36,165 \$1000 Cash Back	New 2016 Ford Fusion Energi SE Luxury MSRP \$36,090 \$1000 Cash Back
NEWLY LISTED New 2016 Ford Fusion Energi SE Luxury MSRP \$36,090 \$1000 Cash Back	New 2016 Ford Fusion Energi SE Luxury MSRP \$35,570 \$1000 Cash Back	New 2016 Ford Fusion Energi SE Luxury MSRP \$35,570 \$1000 Cash Back

DEALERSHIP INFORMATION  
MAP AND DIRECTIONS

VEHICLE SEARCH

PRICE

DEALERSHIP E-MAIL  
CONTACT INFORMATION

CAR'S STORY

## DEALERSHIP HOME PAGE

**HOMETOWN AUTO, INC.**  
 5555 West Peachtree Street, Any Town, MI 48444  
 Ranked #1 in Customer Service!

SALES: 888-555-5555  
 SERVICE: 888-555-1212  
 PARTS: 888-555-1213  
[View Map | Driving Directions](#)

HOME | INVENTORY | CAR FINDER | FINANCE CENTER | PARTS & SERVICE | SPECIALS | TESTIMONIALS | CONTACT US

HURRY TO GET **0% APR** ON 12 DIFFERENT MODELS  
**0% APR**  
[find your model](#)

**Welcome to Hometown Auto, Inc.**  
 Ranked #1 in Customer Service!

Hometown Auto has been part of the community for over 35 years and was built on the principles of providing genuine caring and personal service. Our experienced sales staff is eager to share its knowledge and enthusiasm with

Search Inventory  
 Search by Make  
 Search by Model

TOUT YOUR EXPERIENCE

DEDICATED CONTACT NUMBERS

LINK TO MAP AND DRIVING DIRECTIONS

FRIENDLY WELCOME

QUICK SEARCH

TALK ABOUT CUSTOMER FOCUS. ANSWER THE QUESTION "WHY BUY FROM US?"





**GET TO KNOW THE NEW AUTOTRADER**

Digital Marketing Solutions | Shopper Insights | Local Market Guidance

**BRING YOUR  GAME**

Learn more about online digital marketing at **[AGame.Autotrader](#)**

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