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CM2

AUTOMOTIVE MARKETING PROGRAM



“Driving sales with technology and creativity”

“Driving Sales With Technology”

- Unless your dealership’s brand is really strong, customers won’t search you out. We give them reason to.
- If your dealership isn’t one of the first that appear on a search engine, customers won’t find you. We make sure you are.
- We utilize the latest web technologies: SEO, SEM, Lead Gen, Chat, Physical Retargeting with Dashboards



- With Hyper-Targeted Marketing, we can help you find the customers with the highest chance of buying so you can sell them the way they want to be sold
- We can help you cultivate your audience proactively with Social and Automated Reputation Management
- With our KiwiSign, you can create your own in-store “tv network” to promote the dealership, its services, products and promotions.



“Using Data To Reach Consumers”

- We can tell you who in your area is searching for what vehicle and deliver them to you
- We can help you turn that goldmine of data in your sales / floor traffic records into sales
- We can provide the demographics, psychographics and behavioral data of your existing and potential customers



- We provide you better, more accurate data insights that are customized to your needs
- We provide a greater clarity of data, that is ready for you to leverage
- We can tell you who your customers are and where they are
- We can analyze where your customers are coming from, so you know exactly where to focus your efforts
- We help you utilize your data to increase conquest sales

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“Did You Know...”

- **95% of vehicle buyers use digital as a source of information. Since auto purchases are highly considered, the vast majority of vehicle shoppers use online resources to find answers to their questions. (source: Google)**
- **2x as many automotive consumers start their research online versus at a dealer. Today’s automotive consumers are informed and knowledgeable since they self-educate online before they ever make contact with a dealer. (source: Google)**
- **76% of new and used vehicle shoppers run a search before buying. Automotive consumers overwhelmingly turn to search engines to find dealerships and get answers to their questions. (source: LSA)**

“Did You Know...”

- The watch time of “test drive” videos on YouTube has increased by more than 65% in the past 2 years. Car buyers are moving deeper into the purchasing process before they contact a dealership. (Source: Google)
- Car buyers spend an average of nearly 14 hours online during their search. You must optimize the car-shopping experience across all devices to appeal to the “always connected” shopper, (Source: Cox)
- 54% of car buyers would pay more for a better buying experience. Auto shoppers are dissatisfied with the buying experience. Providing a painless experience- online, over the phone and at the dealership will increase sales and CSI. (Source: Limelight)

“Driving Sales With Creativity”

- We personalize and customize for each dealership, because no two dealerships are exactly alike
- With vehicle brand loyalty dipping to around 50%, we know memorable branding is critical
- We make sure your brand is prominent, even when it is part of a manufacturer campaign
- We ensure your brand is present in key points in the buying cycle
- We create top of mind awareness in your target market



- We create fun and exciting events, both in store and online, that draw consumers to you
- Our events are a great way to build a database for future sales while establishing brand recognition
- We can create powerful, unique video and social media content that separates you from the competition
- We can create a positive, memorable image for your brand with unique, memorable radio and tv ad campaigns



“Sales Without The Showroom”

- Dealers who develop their online sales program will be best positioned for the long term
- Only 15% of all transactions are currently made online, but the NADA expects online car sales to double by 2025*
- For most younger consumers, vehicles are not an emotional purchase, they are an appliance that can be purchased in the same manner as a microwave
- The easier you can make it for potential customers to interact with your sales team, the more success you will have

*"Coronavirus Drags Car Dealers Into Digital Commerce", Reuters, March 24, 2020, 7:44AM

“Consumer Thoughts On Dealer Websites”

“Call for Price” is an automatic turn-off for me. I see that and that specific dealership gets taken off my ‘check out’ list.”

“Every car I see online was sold weeks ago. Dealers update your sites.”

“Most dealer websites are useless and so filled with pop-ups and flash animations that it is like going onto a 1999 porn site.”

“I bought a car two weeks ago, and while I used Autotrader to get a feel for the market, I always double-checked the dealers’ websites to make sure the info was correct....and every single one was TERRIBLE. I don’t know who is selling webpage services to dealers, but they all need to go out of business tomorrow.”

All comments above posted in response to "Bark's Bites: What Will Car Buying Look Like Post COVID-19? Maybe Not What You Think"
By Mark "Bark M." Baruth, TheTruthAboutCars.com, May 1, 2020

About Us

- **Founded in 2006, our agency combines old school work ethic with the latest technology**
- **What sets our agency apart is our people have actual retail automotive experience**
- **We help you get the most out of your existing website and CRM software**
- **We are a value based operation delivering cost-effective solutions**





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