

DIGITAL MARKETING / DEALER VEHICLE SALES

Getting our heads around the prospects of future sales.

For many people buying a car is the second most expensive financial decision in a lifetime, this is often an emotional experience.

Millennial buyers are more price sensitive and we are facing a new world of marketing our product.



Ensuring you stay up to scratch with marketing practises, here are 4 functions to be addressed in order to stay competitive:

- Using digital technology, cell phones, tablets, simulators and interactive technology.
- Your staff will always play a critical role in the sales process, staff should be trained in using digital tools for advertising you product.
- Customize your digital store, back linking your website to national sales platforms will help generating leads.
- Using digital solutions will make you the partner of choice.

Expectations of millennial customers are not the same as the previous generation, surveys show that new age car buyers find the experience of visiting a dealer floor, boring, confrontational and bureaucratic.

As little as ten years ago customers visited on average 3 dealers before making a purchase, on average now millennials visit up to ten dealer websites before making a purchase .

Makes you think!!

Huffington post

Future of everything