



Special Coverage:

Ultimate Recap of NADA 2014

PERQ

“Wherever you’re from, all dealers share the same trait: passion.”

-David Westcott, NADA Chairman 2013

Thanks for downloading our Ultimate Recap of NADA 2014. We had a blast at this year’s convention, and we wanted to highlight for you the coolest things we saw, best information we learned, and the smartest people we talked to. In this guide, you’ll find summary’s of every single day’s events, notes from all three general sessions, and notes from workshops that we attended and thought you would find valuable.

But that’s not all! We’ve also included links to video playlists where we are featuring interviews we did with NADA attendees and thought leaders in the auto industry. Here you can learn from the best and brightest on everything from direct mail to CRM systems.

We hope you enjoy our recap! To learn more about PERQ, visit us at PERQ.com.

In this guide...

Day 1	3
> What We Heard	3
> Summary	4
Day 2	7
> What We Heard	7
> Summary	9
Day 3	11
> What We Heard	11
> Summary	12
Day 4	14
> What We Heard	14
> Summary	16
Workshop Notes	18
> Internet Marketing	19
> Mobile	23
> Running Your Dealership	27



What We Heard

The NADA Convention and Expo kicked off Friday Morning with an orientation and introduction to NADA University. There was a killer lineup of panelists, including NADA's Director of Conventions, Melissa Wolpert, Director of Social Media, Marrison Thompson, and others. Here are some key takeaways that we had.

NADA Shows Clear Commitment to Mobile...

This year's NADA app is fantastic. In its third year, the NADA app just keeps getting better. Featuring schedules and customizable itineraries, a full interactive map of the expo hall floor, and information on everything the conference has to offer, the app is a must-have for anyone who will be attending this weekend. I personally use it and am appreciative of my little pocket assistant reminding me of all my sessions.

This app shows a clear commitment to mobile by NADA. In an industry that's often lovingly called "old school," NADA has officially stepped their game up with this new school tech.

...And Clear Commitment to Tech Education

What good is all of this tech if you don't know how to use it? Marrison Thompson ran us through the Social Connection Zone where a team of specialists will teach any confused guests how to

Cajun, Cards & Cocktails



A big thanks to everyone who joined us on the riverboat party during NADA 2014. We had a blast! <https://vimeo.com/85021510>

use their app, social media, or answer any other tech questions. A helpful tip from Marrison: Make sure to use your hashtags. This year we're using [#NADA2014](#) and [#NADAtips](#).

The NADA Convention is Huge

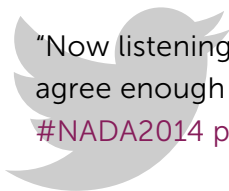
This isn't news to any of you, I'm sure, but you haven't seen it until you've seen it. Featuring three floors of the massive New Orleans Convention Center and a giant exhibit hall, the NADA Convention is a big deal. The expo hall features 655,000 square feet of floor space and 566 companies exhibiting. The expo floor also features areas to eat, shop, and relax. On average, attendees spend a total of 7 hours on the exhibit floor.

Day 1 Summary

This year's conference, marking the 97th NADA convention, promises to be the largest –if not also best–automobile convention all year. With Steve Forbes and Hillary Clinton as keynote speakers, NADA 2014 attracts people from all over the world involved in every part of the automobile industry. Just to add icing on the cake, the convention is in New Orleans (something us northerners particularly appreciate). This post will touch on Day One's key insights and a summary of what you need to know about the convention's first day.

Dealers NEED to use Social Media well

The ubiquitous nature of smart phones means reviews are quite literally at the fingertips of any potential customer that knows how to use Google (read: EVERYONE). Meredith Oliver's "The Fan Factor" seminar stressed the importance of social media. Her advice? Make social media sell for you by properly using and implementing social media strategies.



"Now listening to @creatingwow and can't agree enough - car dealers need #social! #NADA2014 pic.twitter.com/3A6yslTA97"

-Friendemic, @friendemic

The importance of social media doesn't just end with sales; social media helps brand recognition and helps introduce your brand to potential customers.

While implementing a comprehensive and effective strategy may be easier said than done, it is important to keep your potential customers in mind. What social presence do you have? What kind of reviews or pictures are potential customers seeing when they access your Facebook or Twitter account? What do YOU want your potential customers to see?



"To me Social Media seems to be more than just about technology but more about sociology and psychology. #NADA2014"

-Hunter Swift, @HunterSwift

Some demographics, as speakers noted, respond to social media more than others. An important





demographic that is particularly savvy with social media is the Millennials, or generation Y.

"#NADA2014 highly recommend gen x gen y with Pat Ryan. Great session!"

-Marketing Gal, @jnetta22

Overall, social media seemed to be on everyone's mind. The challenge is now up to dealers to implement these strategies.

"@CreatingWOW gives FANtastic advice on producing structured social media strategy #NADA2014 #FANFACTOR"

-JacksonsCIGroup, @JacksonsCIGroup

Excitement

Attendees' excitement was almost palpable; people knew how much information they were going to learn from industry thought leaders.

"It's non stop leaning!! Advanced internet strategies now! #NADA2014 pic.twitter.com/869xYyL9eV"

-LS10SuzukiMitsubishi, @RobinLuscombe

On top of the quality of information, attendees saw NADA 2014 as a great way to network with other people in their industry or #carpeople as we sometimes refer to ourselves over Twitter.

"So it begins. 4 days of great networking at the biggest expo in the world. @NADAConvention #NADA2014 #NADAconvention pic.twitter.com/k34BPHrF5Y"

-TMS Group, @TMSGroupUK

"2000 international attendees from 43 countries at #NADA2014, #NADATips impressive."

-Mihai Cune, @mihaicune

The location also contributed to the overwhelming feeling of excitement in NADA's conference. New Orleans, or "The Big Easy" as it is sometimes called, is known for its vibrant nightlife, its delicious food and



its laid back culture. While the name raises questions, #carpeople appreciated the convention's location.

"The Big Easy is absolutely amazing. #justsayin #NADA2014"
-eRepBUILDER, @eRepBUILDER

If you are at the convention DO NOT leave New Orleans without trying their oysters.

"If you're in #NOLA for #NADA2014 do yourself a favor and eat at @PecheNOLA Tasty! Thanks for the find @bbecklaw! pic.twitter.com/QqZLYbIRK"
-Stephanie Thompson, @DirectMailDiva

Even after only one day at the convention, attendees were already excited to put their new knowledge to work.

"#NADA2014 I'm all ready to go back and impliment what I've learned really excited"
-Marko, @Ryanmarko

Weather

Another talking point at the convention was the weather. Unfortunately, our high expectations for warm weather were unfulfilled. Flight cancelations at the Houston airport even caused some of our staff to miss the first day of the conference. In New Orleans, the weather was cold (although not for our Indianapolis standards) and the showroom was cold as well. However, conference goers made the best of it. Overall, the first day of the conference was a huge success.

"Its so cold in Nawlins at #NADA2014 the oysters have to cover up. @JarrodGlandt @RJackintelle pic.twitter.com/pxbjqQgLeq"
-Grant Cardone, @GrantCardone

Day 1 | 2014 NADA conference playlist. <http://bit.ly/L4XYuA>



Day 2

What We Heard

Day 2 of the NADA Convention and Trade Show brought us the opening of the Expo Hall, the first General Session, a boatload of great workshops, and the much anticipated Steve Forbes Keynote. Here are our notes from the day:

First General Session

The 2014 NADA Convention and Expo officially kicked off today with the first General Session of the day. This session led into Steve Forbes' keynote and was heavily attended by dealers and vendors alike. Here are a few key takeaways from the session.

The Car Business is Booming

The session began with a rousing video, boasting the fact that auto sales pay 16% of all sales tax, and Desmond A. Roberts and David Westcott went on to discuss how the car business has rebounded in a big way.

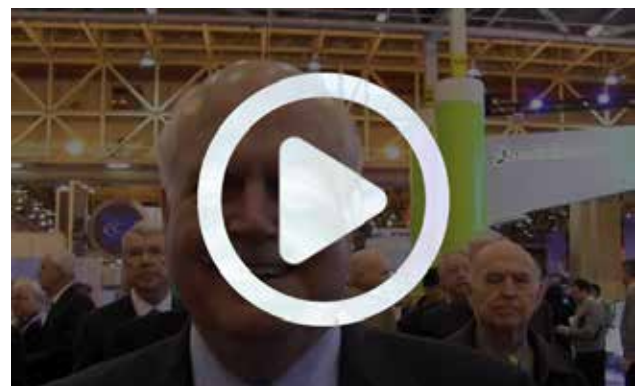
Auto sales hit nearly \$16m for first time since 2007 and, as David Westcott said, "The auto industry is back and better than ever."

Westcott believed that this is about much more than the increase in the economy as of late. "Wherever you're from, all dealers share the same trait: passion."

NADA Believes in Dealers

This year's NADA Convention and Expo played host

Peter Welch - President of NADA



We caught up briefly with the President of NADA to get his advice for attendees. <https://vimeo.com/85033650>

to over 22,000 attendees. 2,000 of these people were international visitors coming from 35 different countries. The adulation given to these dealers by their NADA hosts was huge.

"For an industry as tough and determined as ours, we're lucky to be in a city so tough and determined," said Desmond Roberts.

David Westcott went on to discuss the hot button issue of flat rate dealership financing. He talked about how NADA fought Congress tooth and nail to refute the policy, which they believed would limit consumer choice, and keep too many people off the road, increasing cost for consumers.

Time Dealer of the Year

The final presentation before Forbes' keynote was the award ceremony for Time Dealer of the Year. Mike Carpenter of Ally Financial came to present the award, introducing us to the 50 finalists from across the country and letting us know that the Ally booth will be partnering with the Second Harvest Food Bank. For every dealer that checks in at the Ally Financial booth between now and Monday, they will donate an additional 10 meals to the Second Harvest Food Bank.

Regional winners:

- › David Luther, *Minneapolis, MN*
- › Marisa Shockley, *Frederick, MD*
- › Greg Kaminsky, *El Cajon, CA*

Dealer of the Year

- › Jeff Teague, *El Dorado, Arkansas*

Steve Forbes Keynote

One of the things I was most excited about for the NADA Convention this year was Steve Forbes' Saturday keynote. The name sounds familiar, I'm sure. As the Chairman of Forbes Media, this is a man who built one of the most well respected news outlets in the world. His keynote was informative, entertaining, and unapologetic. Here are my biggest takeaways:

Forbes Loves Free Enterprise

Not surprisingly, Forbes is a very big fan of free enterprises and believes that the problems that the auto and health care industries are facing could be disintegrated by opening enterprises up. The crowd delighted in his opinions on Congress' proposed regulations on auto lending, tax reform, and Washington regulations.

"People want the cars they want, not the cars that Washington thinks they should want. What it all boils down to is that the new normal is the new abnormal."

Forbes Loves Monetary Policy

I know this seems obvious. He runs a news outlet that mainly covers financial news; he obviously likes monetary policy. This is no average affinity, however, Forbes is nuts over monetary policy.

He acknowledges that he is mostly alone in this love, calling it "The most boring subject in the world."

"If you're ever in an airplane in coach and you want some elbow room between you and your seat mates, start talking about monetary policy," he continued.

The crowd began laughing and tweeting as Forbes told them "If you're ever on a bad date, start talking about monetary policy. I promise you will never see that person again."

Forbes Loves Metaphors

Well, maybe he does, maybe he doesn't, but I loved a metaphor he used, and that's all that matters.

During his keynote, he was talking about his favorite subject (see above) and he used a perfect metaphor for the NADA crowd. In talking about monetary policy, he said "If you think of monetary policy as an automobile or a truck, you can have a magnificent vehicle, but if you don't have sufficient fuel you'll stall the thing. Too much fuel, you'll flood the engine, right amount and you have a chance to move ahead."

I really enjoyed his keynote, learned plenty, and am looking forward to discussing it further.

Day 2 Summary

Website Content and Video SEO

Search Engine Optimization, or SEO, is an incredibly important process to make sure your website or content is as visible as possible to consumer in search engines. The importance of SEO is hard to overstate. While consumers do their fair share of research online, search engines are some of the most utilized mediums of research. The facts do not lie: 93% of online experiences begin with a search engine and 75% of users ignore the paid ads according to imFORZA, an Internet marketing agency.

“Average new car buyer spends 4-5 hours searching online [#NADA2014](#)”

-Brandon Buras, @bburas

How do you optimize the visibility of your online content? While many outside resources exist to improve SEO, one underutilized way to improve your SEO is to use video. This was the topic of Sean Bradley's workshop: Video Search Engine Optimization.

“If you're not on the first page of Google, you're invisible.” – [@seanvbradley](#) [#NADA2014](#) [#NADAtips](#)

-PERQ, @PerqMarketing

Bradley explained that a site's SEO is largely determined by how many times the site is accessed, and video is one of the most effective ways to engage potential customers.

WOW! “Video is 53 times more likely to get clicked on than anything else.” – [@seanvbradley](#) [#NADA2014](#) [#NADAtips](#)

-PERQ, @PerqMarketing

“Video is a critical component of automotive dealership marketing. [#NADA2014http://t.co/b3jgJi7r6c](#)”

-Marco Camacho, @marcocamacho

Mobile

We all know that consumers are accessing the web from mobile phones more so than ever before. It has never been more important to have mobile sites and apps to engage potential customers.

"Consumers are now CLICKING tires instead of kicking tires" @MAX_Systems #NADA2014 #digitalstrategy

-Brandon Buras, @bburas

Make sure to take advantage of mobile tools utilizing location services. For example, Push Notifications. Push Notifications allow you to target consumers with your app based on location or proximity. This is an inexpensive way to better target interactions.

"More than half of web shopping takes place on mobile-- what's your mobile experience?" #NADA2014

-Brandon Buras, @bburas

Last but not least, do not forget to implement your new knowledge! The NADA conference is a great place to better your social media presence!

Day 2 | 2014 NADA conference playlist. <http://bit.ly/1b3dvll>





What We Heard

Key Takeaways – Sunday’s Inspirational Service with JR Martinez

I was extremely lucky to catch the Sunday morning inspirational service with JR Martinez at the 2014 NADA Convention. His story is truly remarkable. After high school, Martinez enlisted in the army and was deployed to Iraq where his Humvee hit a roadside bomb and exploded.

He and the three soldiers with him all survived, but were badly burned and sustained extreme internal damage. He spent 34 months in recovery and went through several surgeries. Today he’s an actor and a highly sought after motivational speaker. He shared his story with us and challenged us all to keep our heads up and keep growing, adapting, and embracing change.

Quotes

“When you’re away from the three F’s; Friends, family, and fun, humor starts to kick in. You start to laugh at things you wouldn’t normally laugh at.”

“I’m 19 years old and I’m going to have to live with this for the rest of my life, I might as well learn how to live with whatever this is right now.”

Why I Love NADA 2014



We chatted with Danielle Gavin about why she loves NADA 2014 and how to get the most out of it. <https://vimeo.com/85109139>

“Be willing to adapt. Be willing to go with change. Trust yourself. Trust the people around you.”

“We never stop growing in life.”

Day 3 Summary

In-Store Tools

While getting potential customers into the store is an achievement in itself, dealers must still consider the potential customer in-store experience. An increasingly important part of that experience now directly related to a dealership's mobile presence. Why? Because research shows that shoppers are using their phones more and more in the showroom.

"84% of smartphone shoppers are using their device to help the shop in-store, are you giving your customers the right tools?

#NADA2014"

-AutoMotionTV, @AutoMotionTV

"Our new study shows that 81% of auto shoppers use a smartphone to car shop, with 63% doing so on the lot. #NADA2014 <http://t.co/LbCpLzIfU>"

-DealerADvantage, @DealerADvantage

This means that on top of the highest quality in-person sales experience, dealers should also be concerned about what the consumers see on their smartphones—whether it is photos, reviews, or the competition.

Moreover, mobile search is a strong predictor of a potential buyer. Thus, make sure your online advertisement and interactions with a client take this into consideration.

"@joshknutson: 93% of people who use mobile search, go on to make a purchase.

Wowzers via @google #NADA2014" #93%

-Justin Johnson, @JustinMJohnson2

Volunteering

Part of the image any dealership has is its involvement with its community, specifically the outreach programs local dealerships undertake. Volunteering or leading outreach programs provides the message that





your dealership is committed to bettering their community. While dealerships' outreach efforts should initiate organically and for the right motives, there are several positive externalities, such as media coverage and positive image that comes with these efforts. NADA did their share with their NADA foundation donation. Make sure you do yours.

"The NADA Foundation donates \$10,000 to @ccicanine #NADA2014 pic.twitter.com/JaDUa90iL1"

-NADA, @NADAUpdate

CRM

Customer Relationship Management (or CRM) is how your company interacts with current and future customers. NADA Day 3 was buzzing with firms advertising their own CRM platforms and strategies. We saw great ideas and awesome tools that all centered around one concept: CRM is now about sending your customer or potential customer the personalized attention they crave. This is a constant struggle that dealers must face—how to maintain the personal touch that is missing from online interactions. Hunter Swift explained that there has been a shift in CRM where businesses are no longer managing customers, but managing the relationship of the customer. This means treating the customer well and sending the "right message to the right person at the right time."

"@NADAUniversity: My favorite #NADA2014 workshop so far was... CRM Ninja Skills. Recommended! #NADAtips"

-Jennifer Belisle, @BeeJenni



Day 3 | 2014 NADA conference playlist. <http://bit.ly/1bu2YQD>





What We Heard

Key Takeaways – NADA Closing General Session

The 2014 NADA Convention and Trade show closed today in front of a packed house. Here are some of our key takeaways from the closing session.

NADA's New Chairman

The closing session opened with the introduction of NADA's new chairman, Forrest McConnell. An Alabama native who has been on the NADA board for seven years, McConnell is a fantastic choice who went on to give a rousing speech to the crowded hall.

McConnell talked about the merits of NADA and the challenges that will face the automotive industry in 2014.

"I think the biggest challenge you'll see is the sheer volume of regulations that Washington is trying to put on dealers," he said.

"NADA was my backup in the years that I was clobbered with government regulations."

Overall, McConnell believes in the virtues of NADA and the value of the automotive industry.

Paul Potratz: How To Apply What You Learned at NADA



Paul Potratz, internet marketing expert, shares how to take all the great things you heard at NADA 2014 and make an actionable plan. <https://vimeo.com/85160771>

"It's always surprised me the impact that dealers have on the economy."

NADA Defends Dealers

McConnell talked passionately about NADA's capacity to help dealers defend against risk and intense government regulation.

"When the government tries to change the way you finance your consumers, you better bet that NADA will get in the way."

McConnell also talked about NADA's ability to work with manufacturers and vendors. By having dealers

fill out the "Dealer Attitude Survey," NADA is able to advocate on behalf of dealers to make relationships with OEMs better.

The Auto Industry Works Hard

Forrest McConnell discussed how hard working dealers are and told many success stories of the courageous professionals who have struck out to start their own dealership.

Hillary Clinton Keynote

The 2014 NADA Conference closed with a keynote from Hillary Rodham Clinton. Dealers on both sides of the political spectrum were thrilled for the once-in-a-lifetime chance to see a political leader like Clinton speak. Here are our key takeaways:

Hillary Believes in the Auto Industry

As we've seen throughout this conference, the American economy follows the auto industry, and no one recognized that more than Clinton.

"Building and selling cars in large part created the middle class," she said. Her belief in the industry, however, wasn't relegated to economic impact. She discussed how a strong auto industry can benefit communities nationwide.

"As small business owners, you are responsible for providing great jobs for your community."

She also gave the industry a lot of credit for helping the youth of America get back into the economy. "Many of our young people have not been able to get a foothold in this economy since the great recession." Dealers, she said, have been responsible for giving great jobs to hard working youth.

Hillary Believes in America

"When I hear people talking about America being in decline, that just gets me," Clinton said.

Clinton is a big believer in America and our ability to lead. Despite the problems that she's seen, she

"Our industry believes that anyone who wants something badly enough can get it," he said.

McConnell's speech was passionate and genuine and the automotive industry should feel great about the man working on its behalf.

believes she has seen much more promise in this nation than turmoil.

"We are still the indispensable nation, we just have to do what every generation has had to do. Step up."

"I'm an optimist. I believe that America's best days could actually be ahead of us."

Hillary is Encouraged by Women's Roles

As a champion for equality, Clinton is proud of the auto industry for reaching out to women. The auto industry is a stereotypically male industry, but they have started to see more and more women in commanding roles.

"More and more, companies want the smartest, most innovative people, regardless of gender," Clinton said.

Day 4 Summary

Keep the Focus on the Consumer

Here at PERQ, one of our favorite quotes is by Sam Walton, founder of Wal-Mart.

"There is only one boss. The Customer. And he can fire everyone in the company from the chairman down, simply by spending his money elsewhere." This quote offers a reminder we can all use: it's all about the customer. All parts of your business should be optimized for the consumer and the consumer alone rather than profits or margins. The focus of social media, marketing, and even CRM should be aimed at fostering meaningful interactions that will make potential consumers loyal customers. If this concept is engrained into your dealership, profits will follow.

"Salespeople are no longer primary source of info, instead they must engage buyers as a partner and counselor. #NADA2014 #TheFanFactor"

-Meredith Oliver, @CreatingWOW

Hillary Clinton's Keynote Speech

Hillary's Keynote Speech was probably the most anticipated event in all of NADA. While she has not yet announced her decision on a presidential candidacy, it is very likely she will be the Democratic Party's nominee for the 2016 race. Hillary's speech covered topics across the board, ranging from her first car (a 1963 Oldsmobile Cutlass, in case you were wondering) her indecision for presidency and highlights of her political career. An engaging speaker, Hillary Clinton managed to praise dealerships for their hard work in 2013 and her optimism for the future of American car dealerships.

"RT @Automotive_News: Hillary Clinton: First car was a '63 Olds Cutlass for \$200. #NADA2014"

-Deasl On Wheels, @DeaslOnWheels





NADA's Closing Remarks

Forrest McConnell, the chairman of NADA, gave a speech in the closing ceremony about the role of NADA in the automobile industry. After thanking dealers and vendors for coming out to New Orleans he began talking about NADA's advocacy for government policy that favors the automobile industry. Claiming that government regulators simply do not understand the industry, he described NADA's role as one of support and leadership. It is important to remember that the automobile industry generated 14% of national sales tax and, consequently, our views and preferences must be represented in government and legislation.

"Our business is a classic example of the American dream" -Forest McConnell

#NADA2014 @NADAUpdate @NADAConvention

-CBT News, @CarBizToday

Day 4 | 2014 NADA conference playlist. <http://bit.ly/1bu36zF>



Workshop Notes

PERQ

Internet Marketing

What We Heard: Workshop Notes

1. Sean Bradley – How to Create an Unfair Advantage on Google Using Video SEO

Sean Bradley has spoken on video SEO four times, and as an expert in the realm of video SEO, we wanted to make sure to capture everything he covered.

Facts

- › Over 80% of transactions start as a search.
- › Only .5% of all Internet users click beyond the first page of search results.
- › Only 20% of people click PPC ads. (Pay-per-click)
- › 72% of the leads you get from third party providers start off from search engines.
- › Video is 53 times more likely to get clicked on than anything else.
- › Video accounts for 55% of communication.
- › 1 minute of video is equivalent to 1.8 million written words – Forrester Research
- › 71% of the population visits sites like YouTube at some point every year.
- › 20% of service searches include a specific city name.

Quotes

"If you're not on the first page of Google, you're invisible."

"If you are the smart dealer, you'll be able to leverage the silliness of your competitors to your advantage."

"I love thinking of Google as a Monopoly... The whole objective is to get as much money as you can and bankrupt everyone else."

"You can't win Monopoly with just Boardwalk and Park Place. The more real estate you own, the more money you get paid."

"The more videos I deploy, the more backlinks I can get to my site."

"The Google gods have spoken. Once, twice, three times videos with thumbnails."

"If somebody's thirsty and they want your product, just be on the menu."

"Begin with the end in mind. I want to be on the front page of Google."

"Google is like Hungry Hungry Hippos. It just keeps eating the marbles. You need to keep feeding the beast."

Ideas

- › **Googlopoly:** The more “property” you have to place on Google, the less room there is for your competitors to show up.
- › Ways to saturate Google: Social Media, online reviews, photos, your website, online reputation, videos
- › The Internet existed LONG before video became popular online. There’s still a huge disparity between how much video is created and how much people want.
- › Video is the easiest content to optimize. Can get optimized within 3-5 hours, on average 3-5 days. Pages can take months to optimize.
- › Treat every video like its own page on your website. A website has anchor text, embedded links, HTML code, titles, meta tags, etc. just like videos.
- › Don’t just market to your franchise, market to who you’re competing against. People will search for your competitors as they do research. If all you’re focused on is your brand, you’ll be in trouble.
- › Google is using MP3 meta data to rank content. Make sure you mention keywords in your videos! Lighting is also important because search engines need to be able to SEE what you’re looking to get indexed.
- › **Optimizing video:**
 - Target in-market buyers, be specific
 - Highlight your model’s features, advantages, and capabilities
 - Geo-locate videos whenever you can
 - Include your value package proposition and why they should buy from your dealership
 - Make sure the video is informative and accurate, not just a sales pitch

2. Chris Deringer - Sell More Cars with Google Analytics

Chris Deringer taught us about Google Analytics, Google URL builder, and how to make smart decisions with data to sell more cars. Here are our notes from the workshop:

Facts

- › The number of dealers that don’t have Google analytics on their website is between 10 and 15 percent.
- › The average dealer spends \$400,000 advertising every year.
- › Source leading to dealer: Internet – 47%

Quotes

“Dealers, like the world, are moving more of their marketing spend online.”

“If you cannot get a consumer to your dealership from your website, you can’t sell them a car.”

“We are all making business decisions, the question is ‘are we using the freely available data to make these decisions?’”

“Eventually we want to be able to put a dollar value on everything that happens on our website and everything that leads someone to our website.”

“For any form of digital marketing you’re paying for, you should have 100% visibility into that traffic.”

“Tracking + Metrics = Accountability”

Ideas

- › Site optimization by data or HIPPO? Is your website blue because it converts or because it’s your dealer-principal’s favorite color?
- › Your conversion rate needs to reflect your goals... how many submit a lead on a vehicle? How many of them download a service coupon?
- › Track website vehicle leads and finance leads separately.
- › Other things to track: VDP page views, people who check your hours, people who look for your contact information.
- › Set up values for all of your goals. A website lead is much more valuable than someone who just views a page. Put a price on it! \$50 for a vehicle is the floor. \$60 for a credit app is the floor.
- › Track with Google URL builder. This will teach you about every component of your traffic.
- › Measure your vendors... Test everything.

3. David Kain – Advanced Internet Performance Strategies

In David Kain's workshop "Advanced Internet Performance Strategies," he was able to communicate extremely effectively on what dealerships need to be doing to improve their online presence. Here are my notes from the workshop:

Facts

- › 25% of consumers only shop on mobile.
- › 68% use mobile devices in dealerships.
- › 48% of all Internet consumers that submit a query on mobile are ready to buy today.
- › Nearly 55% of consumers use their mobile devices on the lot.
- › It takes the average consumer 9 months to buy a car.

Quotes

"The mobile shopper is ready to do business."

"If someone is on your website on mobile, chances are really good that they're in your showroom or close."

"Do you want a prima Donna or do you want someone primed for growth? Don't be afraid of high achievers."

"The word coach comes from stage coach. You are in charge of taking people from where they are to where they want to go."

"It takes 100 videos before videos actually work."

"When you get into the but conversation, all you'll see is their butt as they walk away. Build real value."

Ideas

- › Best Buy tackled the problem of show-rooming with a price match guarantee, something all dealerships should do.
- › David told a story of being offered 10% off a coat in exchange for checking in on facebook, recommends this for dealers.

- › Car buying used to be a simple journey - not much shopping, just came in when they were tired of their car or it breaks down. Now, the Internet shopper is exhausted by the time they get to the lot.
- › Point of validation: when user submits a request to you. If you survive this moment and respect their journey, you will win.
- › Members of congress and lobbyists only less respected professions than car salesmen. When you first reach out, that's what they see you as. You need to overcome this.

Recruit-Hire-Train

- › Work with ppl who want to be there, understand the dynamics of the job, and are willing to work with us.
- › David's dream employee loves tech, is very career oriented.

What's your staffing plan?

- › Recruit creatively... Job fairs work. Quarterly basis. Hit colleges, veterans. Let's stop recruiting for things we don't really do. You're rarely selling, you're usually marketing. Internet communications, digital marketing, social media.

Hire carefully

- › Use personality profile tests to screen potential employees.
- › We want high tech. Ask for Video resumes --- map out what you want in the video. Ask for work history, skills, etc. and see what they come up with.

Develop professionally

- › It's not just the car business blossoming, it's all business. Competition for top talent is high. Train well. Give them a development plan
- › Encourage salespeople to excel.

Coach daily

- › In most dealerships, you have training once a week, not highly attended.
- › Teach the most important 1st action. Pre-contact checklist

- › **Before you hit send** - Does that subject line matter? Does your email have a question? Did you sell the value of a phone call? Do you have a link to the vehicle? Would a video walk around help?
- › Lead source response guide - the how to guide for your sales team.
- › Mystery shop consistently for competitive research.
- › **Create a CRM culture:** Internet process performance review. 1 hour, once a week you put your CRM up on the screen and ask your salespeople to open up a lead at random and evaluate how they handled it.

Provide the best tools

- › Customers have better tools than our salespeople.
- › There's always big data to share
- › Create a price-benefit value stack.
 1. Vehicle value stack... Why this vehicle is the best value
 2. Professional value stack... Why doing business with me is the best value
 3. Dealership value stack... Why our dealership is the best value

Productive websites ROCK

- › Your team will perform much better when your website performs better
- › Easy access to inventory ... check out Carvana.
- › Get them to the cars as quick as you can
- › Use nudges to inspire customers--*read the book Nudge*
- › Price conversation - everyone wants to know price. Customers love self-service.
- › Mobile: get the customer to save vehicle to phone. Text, Call to Action.

Mobile

What We Heard: Workshop Notes

John Hanger and John Reed – Tap into Mobile to Reach New Car Buyers!

As mobile devices become more and more and more prevalent in our lives, the car industry gains more and more interest in learning mobile marketing. To talk us through the basics, NADA welcomed John Hanger, the CEO of Contact at Once! and John Reed, the VP of Product Management for Dominion Dealer Solutions.

Facts

- › US mobile users average a little over 160 calls per month vs. 700 texts per month
- › Geo-located mobile campaigns perform twice as well as those that are not geo-located
- › Over half of mobile shoppers who converted to leads did so within two hours
- › Saturday mornings are some of the busiest times for auto dealer websites. Consumers are checking before they visit the lot!
- › Nearly 70% of auto shoppers said they'd like the ability to chat with dealerships
- › We expect to see tablet and smartphone growth to exceed 100% over the coming years.

- › Consumers use PC's mostly during working hours, but tablets are more popular at night.
- › In the auto industry, tablets dominate smartphones in regards to consumer use.
- › 97% of text messages are opened within 3 minutes

Quotes

"You go back 10 or 20 years in the PC industry, it was often businesses setting trends within the industry... A company would choose a computer system and you'd use it... What we've seen with mobile is that consumers are selecting these mobile technologies and bringing them into your dealerships."

"The consumerisation of IT is driving many of the challenges that we face today."

"Use short codes. They allow consumers to send quick text messages and get quick responses."

"I have more unheard voicemails and unread emails than unread texts and I bet you're the exact same way."

"Why not text them instead? You're more likely to get a response and get it quickly."

"The fact of the matter is that consumers on mobile devices are extremely prone to chat."

Ideas

- › Most people consider text messages more "urgent" than emails or even voicemails.
- › Remember the 3 C's: Control, compliance, and consistency. If your employees are texting with customers from their personal cells, you are losing control of customer data. Instead, use mobile technology that integrates with your CRM.
- › Map out a strategy that fully leverages internal and customer-facing applications of mobile technology, including sales, service, F&I, etc.
- › Consider mobile versions of apps like online scheduling for every consumer-facing department.
- › Make sure to include geo-location in display advertising.
- › When people ask questions online, have a staffing plan in place to respond to shoppers' questions immediately.
- › Measure, measure, measure. Track site metrics, campaign metrics, and conversion metrics. Make sure to take advantage of behavioral tracking and review text transcripts regularly.
- › Consumers expect a personalized experience. Give them personal attention and information at faster speeds.
- › Know TCPA and MMA guidelines and make sure to adhere to them!!
- › **Things you need to make sure you explain to your employees:**
 1. How to use texting in a professional way
 2. The responsiveness you expect, even on nights and weekends
 3. Best practices in the mobile realm. Talk to your provider for places to find this information.

Sell More Cars with Social Media

Get people in the funnel

- › live chat leads
- › phone calls
- › walk ins

Meet and Greet

- › You have to meet your leads.
- › Find ways to engage your customers before they arrive
- › You no longer meet your leads when they walk into the door of the showroom.
- › Referrals from peers are more powerful than your advertising.

Before the Internet

- › **Interrupted** people with push advertising (phone calls, tv, radio, newspaper ads). We did everything we could to get in front of peoples eyes and get their attention. This is still important, but can't be the end
- › **Informed** - Convinced them that the salespeople were the only people who had information they needed to make a decision
- › **Inflicted** - Called leads over and over until we sold a car. Used phone banks and just kept dialing until we won

With the Internet

› FANatical Selling Model

- **Attract** - Pull in traffic through positive online reviews. Get their peer referrals to push leads into our sales funnel.
- **Engage** - This step is critical. People are more connected than ever, but are also more distracted than ever because of all the tweeting and Facebook and texting etc. You **HAVE** to get into that conversation.
- **Convert** - Customize your presentation to the buyer, pitch how you are the best fit, ask for the sell.

- › 72% of online adults use social networking sites (PEW Internet, August 2013)
- › 73% of smartphone users use apps to access social media at least once a day
- › 81% of car buyers use Facebook
- › 41% made a buying decision because of an online review
- › 77% of loyal customers likely to recommend the dealership online (Dealer.com, January 2012)
Are you providing these customers a forum to advocate your brand?
- › The use of social media accelerates the introduction of your brand
- › The new research process for consumers is to google what they are looking for and then hop onto Facebook and ask their network for advice on where to go. How well are you reaching through the computer to shake hands with potential car buyers?
- › "Social Proof is your most valuable selling tool."
- › Your brand is the experience that your customer have working with you.
- › Think of social media sites like television channels
- › Each one has its own topic, audience, and culture. Do your customer research to choose the right one.
- › **Each one has its own purpose:**
 - **Converse**
 - **Listen** - You can find out so much about what your customers want by just doing a quick search on Twitter
 - **Demonstrate**
- › **Social Media channels explained**
 - **Twitter** - Text based and require a lot of work. Make sure you either hire a company or dedicate a person to run it. It is not going to be enough if you just post a few times a week.

This crowd skews young, tech savvy, and highly engaged.

- **Facebook** - Number one audience = Women 50+. Use this channel to post about things that happened in the past and engage people. This is not the place to find young buyers, they have all run away from Facebook because their parents and grandparents are there. If your audience is 30-60, this is a great place to be
 - **Foursquare** - Geolocation check-in service. Your service department should be watching Foursquare like crazy and giving offers.
 - **Yelp** - Make sure you have reviews on Yelp. Put signage in your service department encouraging reviews and incentivizing it.
 - **Instagram** - Number one app of 2013. A picture posting service. Take pictures of your product and find ways to be really creative about the photo and adjoining text.
 - **Pinterest** - 80% of users are women. Average 11 minutes per visit. This service is focused around "aspirational" things. Great location for dealers selling luxury vehicles.
 - **Google+** - The only people on Google+ are Google employees. However, it is VERY important to use it if you want to have good google search results. It is not effective as a social networking site. One person from the crowd said that her Google+ social posts were showing up in search results for her competitors.
- › **How to select your channels**
- Determine your target audience and choose the best channels to reach them
 - Figure out if you have internal resources who can handle this, or if you need to outsource it to a vendor. Unless you have someone REALLY great at writing, you should outsource your blogging to a company that has great writers. Let them do it for you.
 - Make sure you have a blog! Your website/blog the hub of the whole thing. All your drivers

(social and otherwise) drive traffic to this hub.
Tease them in your social post and drive them to your hub with a link to learn more

› **Guidelines on hiring an outsourcing partner**

- Make sure they provide a clear outline of exactly what they are going to do for you. They should give specifics like what approval process will be and how they will handle negative comments.
- They should be incredibly responsive. Watch out for red flags like slow responses to emails
- They should be accountable and provide tracking of results
- They should give you a project leader
- They should have a strong social following. If not, they don't "get social"

› **Monitoring and Measure**

- Google Analytics to track social response and engagement
 - "Conversions show ROI for your program"
- Facebook Insights
- This report show every post along with levels of engagement for each individual post.
- **Tip:** Post photos and tag people. This is a proven way to drive engagement and shares
- It's not about the number of views or likes, it's all about engagement
 - *likes*
 - *comments*
 - *clicks*
 - *leads*

"The ones who will conquer 2014 are the people who actually apply what they learn from the data"

Running Your Dealership

What We Heard: Workshop Notes

CPO Science – Rob Mudd

On Friday, Rob Mudd took us to school on the world of Certified Pre-Owned Vehicles. I made sure to take notes from an industry leader.

Facts

- › In the last 10 years, the lifespan of a vehicle has gone from 5.7 years to 11 while the population of licensed drivers has only increased 6%
- › People want two things when they buy a car: They want low monthly payments and they want a new car in 27 months.
- › The goal of Certified Pre-Owned was to preserve residual values during a period where the primary focus was on selling new cars rather than used.
- › Certified sales surged 43% in 2012 for Hyundai and continued growth is expected.
- › Brand loyalty is much higher on leases than on purchases.
- › 25-44 year olds make up largest group of used car consumers.

Quotes

"If kids aren't getting their driver's licenses until later, then you don't have as many new buyers in

the marketplace."

"People aren't loyal to dealerships, they're loyal to payments."

"Growing inventory of off-lease vehicles over the past 3 years has helped brand boost certified used vehicles exponentially." – Dave Zuchowski, Hyundai

"The only way you're going to keep them is by giving them what they want."

"A new car is a new car if you haven't driven it. It's new if it's new to you."

"The web is an extension of your lot. That's where the meet and greet happens."

"If you don't do everything, you're biased to what you actually do. If you don't do them all, you can't measure them all."

Ideas

- › What BMW is doing for their dealers by having a well-orchestrated CPO program is that they're giving them a used car farm. I think every dealer should have an organic used car farm.
- › CPO programs allow you to get so many more turns out of vehicles. Don't sell a car once, sell it multiple times.

- › If we don't retain the customer, you'll always be buying leads. The system is set up to force you to buy things you shouldn't have to buy.
- › You're starting to see CPO rise, front-end leasing rise. Look into residual-based financing.
- › Your Ups counts are down but your conversions are up. People only go to one store to buy. Don't let your website off the hook.
- › Consumers may not be able to afford a new car, but they can afford certified pre-owned with same level of service as a new car.
- › Huge potential for CPO growth
- › Increased access to certifiable supply
- › Understanding CPO's/certifications
- › Increase dealer awareness of long-term opportunities

2025 Dealership Vision: What Lies Ahead

A panel from AutoTeam America came in to NADA to help dealers craft a vision of the future and strategize for what their dealership could look like in a decade. Here are our notes from the workshop:

Facts

- › 57% of dealers are looking to purchase more rooftops when the right time comes along.
- › 32% of dealers are looking to stay with their current number of stores and improve their performance.
- › 74% of dealers lease their building instead of own.
- › 33% of dealers said that their majority owner would be retired by 2025
- › 50% of dealers believe that customer communications will be the area of technology that has the greatest impact on their dealership in 2025
- › 32.5% of dealers believe that service sales is

going to change the most between now and 2025

- › 42.5% of dealers believe the used vehicles are going to be the most profitable part of their dealership in 2025.
- › 37.5% of dealers said that the biggest threat to their current automotive franchises is factory demands on dealership operations.

Quotes

"Probably for the last 15 years, Silicon Valley hasn't been in the business, but you look at Google's self-driving car, you look at Tesla, it's definitely going to have an impact going forward."

"Google has a vehicle on the road that has driven thousands of miles without an accident."

"You can imagine in the future a car selling itself. You walk up to it in the showroom floor and technology is able to tell you all of the features and benefits."

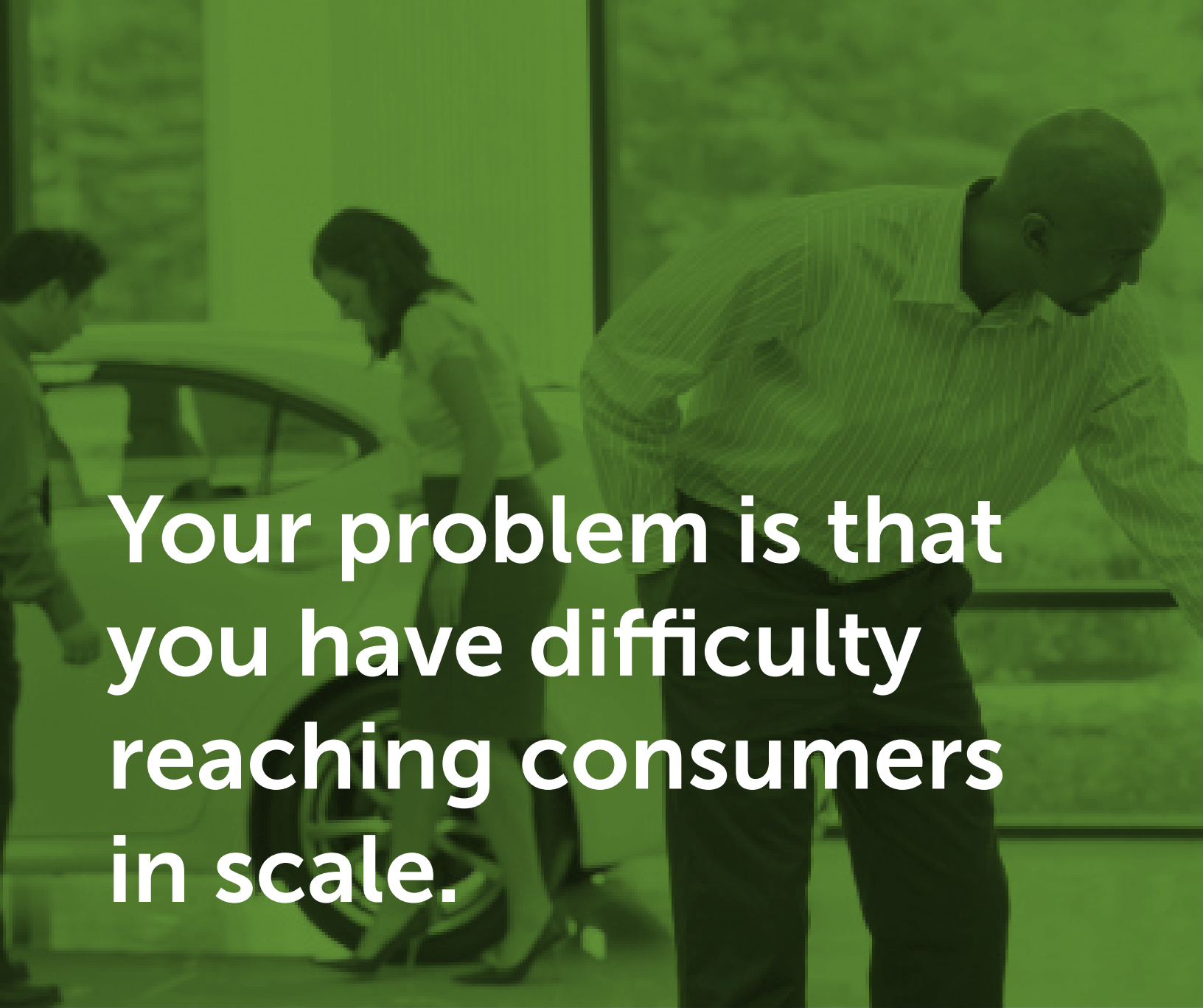
"Will there be a big-box retailer in the car business in 2025? Could something like this happen?"

Ideas

- › You should be mapping your dealership in the long term. Have a visioning process that you run over the course of two days on an offsite location. Include all stakeholders.
- › Start with the "why." Develop your dealership's view of the industry in 2025 then create a strategic vision for your group in alignment with the future industry.
- › Kick off with a "crazy idea" session. Do not criticize these ideas or make people defend them. This will get the energy up.
- › Talk about the macro trends that you see in your dealership: Changes in GP levels? Warranty work? Customer-shopping preferences? Sales process? Impact of the Internet?
- › Who won't be here in 2025? Who will be retiring? Who will we need?
- › Where do we want to be and why?

Some “Crazy ideas” that other dealers came up with:

- › The one-price selling model will be the dominant pricing practice in automotive retailing
- › Technology advances will allow a vehicle app to directly communicate with the consumer, price their trade-in, find a new vehicle, and arrange financing
- › Vehicle test drives will be completed virtually through use of simulators in offsite locations
- › Vehicles will sell themselves on the showroom floor and be able to communicate their features
- › Dealerships will have a concierge desk for consumers handling more than just vehicle-related activity.



Your problem is that
you have difficulty
reaching consumers
in scale.



OUR SOLUTION

We provide businesses easy access to more buyers through incentivized promotions.



800.873.3117
perq.com

The Power of 
Attraction

“We are still the indispensable nation, we just have to do what every generation has had to do. Step up.”

– Hillary Rodham Clinton

Connect With Us

Website | www.perq.com

Twitter | [@PERQMarketing](https://twitter.com/PERQMarketing)

Facebook | facebook.com/PERQMarketing

Vimeo | vimeo.com/perqmarketing

Summary

NADA 2014 proved to be the one of the most rewarding, exceptional and worthwhile conferences we have ever attended. With an ever-changing tech world, both in the dealership and out, we hope you are able to take these notes and videos and truly optimize your own marketing efforts to increase sales by creating an even better customer experience. We look forward to seeing you all next year at NADA 2015!