



SCBA Digital Information Series

March 2018

www.dealer.com

Dealer.com is partially underwritten by the auto manufacturers in a direct effort to pay for local dealer's digital campaigns to help complement the national digital campaigns launched by the manufacturers. The site assists local dealers with a better understanding and execution of local digital campaigns. Dealer.com currently manages 14,000 local dealer websites and offers ongoing digital ad assistance to 7,100 dealers.

The automotive website-design and digital marketing company handles the drill down local ads that promote call to action and dealership visits. *Case studies indicate that for each digital campaign underwritten by the EOM, local dealer digital spending has since increased by 300%.*

Dealer.com involves the local dealer in increasing their digital spending when a national campaign is launched which promotes a particular model, and then the local dealers promote that model, inventory, options, and price. Dealer.com coordinates dealer spending at tiers 1,2 and 3, creating a consistency of message and timing and represents 30 manufacturers as partners in the process.

According to dealer.com, best digital practices for successful campaigns include:

- Continuity by EOM's, dealer associations, and local dealers.
- Getting local eyeballs on actual dealer inventory
- Setting goals to increase visits and views based on a particular program on a new launch or reducing inventory on a specific model.

Dealer.com also increases local dealer digital spending with paid-search results and VIN retargeting that directs specific marketing messages to shoppers based on what vehicles they are looking at online.

Dealer.com offers training, analytics, project coordination, local web site design, hosting, and of course, advertising digital strategies and placement. The site is owned by Cox Automotive, a huge automotive services supplier who also owns autotrader.com and Kelley Blue Book and the monster auto auction house, Manheim.

Imagine...Radio.com and how we as an industry could serve and sell our national campaigns and compliment, supplement, and enhance the OEM efforts with local and regional audio campaigns that drive local traffic and results.