

Define dealership's values and determine what sets you apart from the competition

- * This is your dealership's brand
- * It should be communicated regularly to staff and customers

Discover and monitor how your dealership is perceived online

- * Your customers are talking about you online; find out what they are saying

Determine your dealership's digital marketing goals and how to measure them

- * More traffic, more appointments, more shown appointments, more referrals, etc.

Establish and maintain dealership YouTube channel

Establish and maintain dealership Facebook page

Create/update your dealership's "Meet Our Staff" page

- * Several pics (personal and professional), short bio paragraphs (personal and professional), link to their introduction video, link to some of their customer testimonials for each front line associate.

Develop and engage your dealership's audience

- * Establish a posting strategy and process, blog, post community involvement, share other's content, etc.

Determine if salesperson videos should also be posted on dealership's server/YouTube channel

Make marketing and appointments a valued and compensated part of your sales process

- * Track shown appointments on sales board, establish salesperson of the month for shown appointments, compensate for shown appointments (smaller pack, higher commission rate, bonuses, first up of the day each Saturday/Sunday for last month's salesperson of the month for appointments, etc.)

Make video communication part of that sales process

- * Review videos periodically
- * Have salespeople "nominate" a video each week, review three in sales meeting, choose winner for the week.

Create dealership videos

- * Why work here, why buy here, why service here, sales management back stops, F&I resell, Parts Department accessories resell, up-selling service, community activities, etc.