

Is Your Advertising in “Real Time” with your Customer?

You think that that big country radio station on-site live remote this Friday night will inspire hundreds of car buyers to stream into your store? Honestly, when was the last time that was successful?

A large east coast auto dealership held a massively promoted tent sale in May. The marketplace yawned.

Another dealer dropped a direct mail piece to 20,000 local homes, 2 people showed up.

You're being serious. But the customer thinks that you're kidding.

There is no “bad” media. They all work. The secret sauce is how you use them!

Here's the big question: Is your advertising plan in “Real Time” with today's car buyer?

Case in point:

*20% MORE time is spent by consumers buying a car, although you can sell a car faster than ever before.*

*66% of car buyer DO NOT buy from the first car dealership that initially contact, although customers say that they are very close to buying once they begin to contact dealerships.*

*And, today it takes over: 6.5 Walk-ins to sell a car, 8.5 Phone-Ins to sell a car and 13.5 e-mails to sell a car.*

Heads up! The customer is moving away from you!

Catch up fast. Get in real time with the buyer and reclaim the customer.

So what can you do to get started?

Stop advertising like a “car dealer” and start marketing like a professional.

Examine when and where the buyer took the initial steps to buy your product.

Study which media they are using the most at that time and place.  
(Hint: It's TV at 5 hours a day and Web at over 90 minutes a day)

Build a message that speaks to the buyer in their frame of mind at that time. (This will connect emotionally with that buyer.)

Retool your ad budget to spend less per car and reach ore of the market. This process has been carefully outlined in our prior articles in Wards Dealer Business. Then inform your sales team about what you are doing and what will most likely happen when the campaign breaks.

Fact: We've helped dealerships achieve record sales months IN THIS RECESSION by moving the ad dollar to where the customer has gone.

Think your ad plan is not working? You're right.

Are you open to completely retooling your advertising plan for success in today's environment?

Go to Wards Dealer Business for our FREE ESA&Company white paper entitled Driving Auto Forward.

Here's to your growth!



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