

Questions to Ask Your Digital Marketing Agency

for auto dealers

INTRODUCTION

HOW DO YOU KNOW WHETHER TO HIRE (OR FIRE) A DIGITAL MARKETING AGENCY?

Choosing a digital marketing agency is like dating. It's fun to "play the field" while you find the right fit for you — but you know that, in the end, a lasting relationship will be more fulfilling.

So how do you find "the one"? As a marketing agency ourselves, we've seen our fair share of automotive partnerships, from matches made in heaven to pairs that, let's face it, were never meant to be.

We hate to see dealerships experience the heartache of a failed agency relationship. That's why we've put together this guide of questions to ask before hiring (or firing) a marketing agency.

Whatever digital services you're seeking, here are the key concerns to raise so you know, without a doubt, that your next marketing relationship will last — *and* get you the results you want.

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It's great to stay with the flock sometimes, but why blend in with your competition online?

SEARCH ENGINE OPTIMIZATION

5 QUESTIONS TO ASK

Is your website lacking a presence on Google?

We hear auto dealers worry about their search engine optimization (SEO) all the time. And we understand why. It's great to stay with the flock sometimes, but why blend in with your competition online?

Breaking out from all the other dealerships in your area can be difficult — especially when <u>many automotive websites are cookie</u> <u>cutter</u>. So why not make your website the best it can be?

Not all digital marketing agencies provide the same level of service when it comes to SEO. That's why we're sharing the top five questions you should ask your future or current agency about SEO.

1. WHAT ON-SITE OPTIMIZATIONS WILL YOU DO?

There are plenty of updates an agency can make to improve your website. From <u>on-page to off-page SEO</u>, a knowledgeable agency can work to differentiate your website from similar brands.

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Here are just a few optimizations a marketing agency should mention when you are interviewing it about SEO:

- Keyword research: Knowing what your target audience is searching can make all the difference. Your agency should not only research relevant keywords, but also flesh out the keywords that are not relevant for each page.
- Mobile friendliness: More than half of automotive Internet searches (53% to be exact) are now done on mobile devices. Is your website easy to navigate on phones and tablets? Your agency should work to optimize your website to ensure a great user experience on all devices.
- have you ever been to a website and couldn't even read the copy? Or a button was too small for your thumb? If you're like us, you leave immediately and try to find a new website for your answer. Don't let this happen to your dealership! SEO agencies can update call-to-action buttons, increase text size, organize copy and navigation, quicken load time, and make a number of other fixes to ensure users stay on your site longer.

- Site crawl: Another aspect of user experience is simply
 a working website. If a user ends up on a broken page,
 frustration can hit quickly. It's important to know which
 pages are broken and then establish appropriate
 redirects which any agency should know how to do.
- Page titles, meta descriptions, and copy: This is an easy one. If the titles on your website are too generic or all the same, searchers on Google or Bing won't know which page to click. And that's if your pages even rank!
 Your agency should work with you (or at least update you on its progress) to optimize your page titles, meta descriptions, copy, and image alt text.

2. DO YOU OFFER BACKLINKING OPPORTUNITIES?

There are plenty of ways to help your on-site optimizations get a little extra *oomph*. Backlinking, or getting another relevant website to link back to your site (and vice versa), gives you an SEO boost. Your agency should find ways to link to and from other popular websites, such as your original equipment manufacturer (OEM) site or group automotive site.



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3. HOW WILL YOU REPORT ON MY PROGRESS (AND HOW OFTEN)?

The first thing to know about SEO is that you won't see overnight success. When it comes to the "race" of ranking on Google, SEO is the tortoise, not the hare. A good SEO agency will usually report on your progress monthly or at least quarterly and will share key performance indicators (KPIs). Here are several metrics in Google Analytics that your agency should track.

4. CAN YOU GET ME RANKED #1 OR AS A FEATURED SNIPPET?

Don't get us wrong — this is our ultimate goal with SEO — but an agency should never tell you it will get you top-of-page rankings or featured snippets. Since nobody knows the exact algorithms used by search engines (and they're changing all the time), agencies should not promise something over which they don't have complete control.

5. DO YOU WORK WITH LOCAL SEO?

Local SEO is different from on- and off-page SEO, but it can also help boost your website ranking! Local SEO focuses more on your business information (like its name, address, phone number, and relative location to searches). There are many places that list your dealership's contact info, and some can easily be wrong — so it's important to make sure these listings are all updated. Your marketing agency should be able to help you with this, as it's a basic practice in the SEO world.





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REACH NEW HEIGHTS WITH YOUR SEO STRATEGY

Search engine optimization can be an overwhelming and time-consuming process. But in the end, it can give your company a huge advantage over the competition.

Finding an SEO agency that is right for your dealership is important since you want it to be a long-lasting partnership.

At 9 Clouds, not only do we provide a <u>comprehensive SEO</u> <u>service</u>, we also like to educate our clients so they feel comfortable with our progress and understand what we're doing.

Reach out to receive a <u>free assessment of your website</u>. Our team will look for opportunities to improve your SEO (and other marketing efforts) to help you reach new heights in search results and beyond!





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FACEBOOK ADVERTISING5 QUESTIONS TO ASK

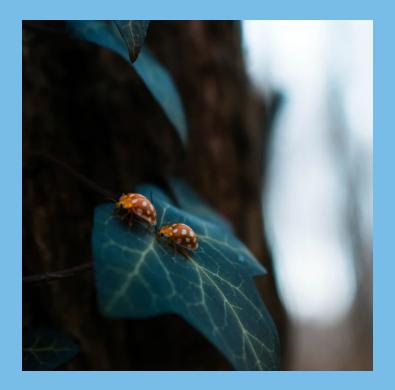
The average active American Facebook user spends nearly <u>58</u> minutes a day on the platform.

If you're not already utilizing Facebook ads in your marketing strategy, you're missing out on getting your store and inventory in front of people hanging out on Facebook every single day!

Facebook ads are incredibly powerful, but they must be shown to the right audience at the right time in order to produce a good return on investment (ROI). Before giving an agency free rein over your <u>Facebook Business Manager</u>, ask these five questions about automotive Facebook advertising.

1. HOW CAN I KNOW FACEBOOK ADS ARE HELPING MY BUSINESS?

You should spend money only on marketing efforts you know are helping your business. While ROI can be difficult to measure with traditional marketing platforms like TV and radio, it's much easier and more accurate to measure the success of Facebook ads.



If you're not already utilizing Facebook ads in your marketing strategy, you're missing out on getting your store and inventory in front of people hanging out on Facebook every single day!



After establishing your dealership's KPIs, such as new and used vehicle detail page (VDP) views, your marketing agency should work with you to create Facebook campaigns that boost those KPIs.

But if you run an ad on Facebook, and then a customer comes to your store to purchase a vehicle, how do you prove that ROI from Facebook? Enter <u>Facebook Offline Events</u>: an offline conversion tool that allows advertisers to see how many people became a lead or made a purchase *after* seeing your Facebook ad.

In addition to reporting a campaign's reach, cost per click (CPC), and other <u>Facebook metrics</u>, a good digital marketing agency will also report on Offline Events to see if the work it's doing is translating to humans showing up at your dealership.



2. HOW MUCH SHOULD I SPEND ON FACEBOOK ADS?

Before creating Facebook ads, you first need to consider why you want to advertise on Facebook. In other words, are your goals:

- Brand awareness?
- Increasing form submissions?
- Generating more search results page (SRP) or VDP views?
- A combination of these?

Your dealership's marketing team should communicate your Facebook advertising goals to your digital marketing agency before it gives you any <u>Facebook budget recommendations</u>.

After evaluating your Facebook ad goals, number of campaigns, campaign length, and estimated audience reach, your dealership and agency should be able to establish a Facebook ad budget that delivers results without overspending (or underspending) your marketing dollars.



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3. HOW WILL MY FACEBOOK CAMPAIGNS WORK TOGETHER?

From top-of-funnel brand awareness ads to bottom-of-funnel Lead Ads, your Facebook campaigns should reach people wherever they are in the <u>automotive sales funnel</u> — without competing against each other.

If your marketing agency knows what it's doing, it will make sure your Facebook campaigns are working together. For example, once a person interacts with your top-of-funnel campaign, they should see a more targeted Facebook ad, such as a <u>dynamic retargeting ad</u>.

Dynamic retargeting is essential for automotive marketing, as it allows you to show someone the exact vehicles they viewed on your website. At 9 Clouds, we even have our own software, Cumulus, that connects your automotive inventory feed with your Facebook catalog. We've seen a three times higher click-through rate (CTR) and engagement with these ads — all with little to no management required after the software is implemented!

4. WILL YOU USE OUR CRM DATA? HOW?

To target the most qualified audience, your marketing agency should have access to your dealership's customer relationship management (CRM) system. That said, make sure your agency is using your data wisely, not abusing it in a time when personal data privacy is such a hot topic.

9 Clouds has access to our clients' CRMs to create <u>Custom</u>
<u>Audiences</u> in Facebook, which can then be used to create
<u>Lookalike Audiences</u>.

We've found that incorporating these Custom and Lookalike Audiences in Facebook ads results in higher-quality traffic and more qualified leads than relying on Facebook's interest-based targeting alone. Read this case study to learn more.





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5. HOW DOES YOUR AGENCY STAY ON TOP OF THE LATEST TRENDS WITH FACEBOOK ADVERTISING?

The only consistent thing about Facebook advertising (and digital marketing in general) is that it is always changing.

To keep up, your dealership's digital marketing agency should invest time and energy into researching the latest Facebook trends and developments.

On the 9 Clouds team, we have designated "Facebook specialists" who participate in Facebook webinars, subscribe to Facebook blogs and newsletters, and communicate what they've learned to the rest of our team and clients.

We also have a designated representative at Facebook with whom we regularly meet to ask questions. This allows us to learn firsthand what's to come in the world of Facebook advertising.



ASK 9 CLOUDS YOUR FACEBOOK ADVERTISING QUESTIONS

Facebook ads should be an important part of your online marketing. Looking for more Facebook resources for auto dealers? We created an awesome eBook to help you out!

Whether you're just getting started with Facebook ads or you're a Facebook ad pro, this eBook will help anyone learn how to best engage potential customers at their personal stage in the sales funnel.



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You don't want to show up lower on Google than a dealership half an hour away — especially when you're paying more per click!

GOOGLE ADVERTISING

5 QUESTIONS TO ASK

Most people don't jump on the bandwagon to learn Google Ads. While the system is very user-friendly, many dealerships find that their OEM is willing to do the brunt of the work for them — so dealers feel they can wipe their hands of the dirty work.

It's important, though, to have an ear attuned to your Google Ads to make sure they're working the way they should be (AKA sending new users to your website and walking them through the conversion points your website has set up).

When your Google Ads account isn't profitable, your dealership will:

- Pay more money per click
- See fewer clicks to your site based on your budget
- Show up lower in paid ad placements

You don't want to show up lower on Google than a dealership half an hour away — especially when you're paying more per click!

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Your dealership should also aim to hit the right audience at the right time. If you sell luxury vehicles, your audience is probably not 18- to 24-year-olds or people with low-income households. The person or agency running your Google Ads should be in tune with your target audience, so you don't waste your budget on people who are only dreaming of the car they could have someday.

To make the most of your Google advertising, here are the five questions to ask your current or prospective agency.

1. IS YOUR AGENCY ACCREDITED WITH GOOGLE PARTNERS?

Not familiar with <u>Google Partners</u>? Most people aren't, and that is A-okay.

But when it comes to Google Ads, your agency should be very familiar with the program. Google Partners must meet several standards to receive this accreditation. If the agency you're considering isn't accredited, it might not be in tune with everything Google Ads have to offer. Here is a list of requirements you must complete in order to be accredited with the Google Partners status:

- Your company needs to have at least one affiliated individual certified in Google Ads. Individuals must be certified in two specializations within Google Ads, such as Video, Display, or Shopping.
- Your company's Google Ads spend must be at least \$10,000 (evaluated based on total ad spend during the last 90 days).
- Your company must see positive revenue growth, client retention, and growth in overall revenue and number of advertisers (also evaluated over the last 90 days).

Along with the sheer status of being an accredited Google Partner, there are other great benefits to the program.

Google Partners are offered educational videos, courses, and certifications to help them continue to develop their skills and keep their companies up to date on the latest Google Ads improvements. Partners also have direct access to product support, the Google Advertiser Community, the Google Help Center, and more.



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Since the credentials to become a Google Partner aren't too difficult, if the agency you're considering isn't certified, that should be a red flag. Don't be afraid to ask the agency why it isn't certified, either! If it's just not interested, you may want to look for another agency that *is* a Google Partner.

2. HOW OFTEN DO YOU REPORT ON GOOGLE ADS?

It's best to report on Google Ads on a monthly basis. After you've added a new Google Ads campaign, it can take up to two weeks to see results, so most Google support representatives suggest you don't make changes within 14 days of a major change to the account.

But if it's been more than a month since your agency has reported on your Google Ads, you start to wonder if the team is truly looking at your account.

If you aren't seeing a regular report from your agency, ask for one. (That goes for any type of marketing service you hire!) Is your current agency not sending you reports or not being transparent about your results? *Walk away now.*

3. HOW DO YOU CHARGE FOR FEES RELATED TO GOOGLE ADS?

Every agency will vary in the way it charges for ad spend.

Some agencies will have you pay directly for ad spend every month, while others will include that in their own bill. Agencies may also charge you:

- A flat fee per campaign
- A percentage of your ad spend
- An overall management fee

Ask your agency about these fees up-front so you aren't surprised when the first bill comes.

Finally, ask the agency about any overage costs. Some companies will always make sure to be on or under budget, but some will put in their contracts a percentage over ad spend, such as 5% or 10%, in case they go over.

At 9 Clouds, we simply charge one flat fee per month for each Google Ads campaign. We choose to not work off a commission because we believe you should receive the same attention from our team, regardless of how much you spend.



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4. HOW OFTEN WILL YOU CHECK ON OUR ACCOUNT (AND WHAT WILL YOU LOOK FOR)?

Your agency should spend adequate time optimizing your account so it performs the best it can. Here's a list of some things Google advertisers should check regularly:

- Ad budget
- Search queries
- Ad performance
- Keyword modifications
- Ad extensions
- Bid adjustments

Agencies often have a dedicated Google Ads employee who works within the account daily; others might have someone checking in once or twice a week.

If your agency says it's checking your ads only once a month, it shouldn't charge you big management fees. This option may work if your marketing budget is very small, but make sure you have the reporting to back up the agency's spottiness in checking your account.

5. CAN YOU SHARE SUCCESS STORIES OF COMPANIES SIMILAR TO MINE?

It's always a good idea to ask for recent examples of client work to ensure the agency has a successful track record for the service you need, especially for your industry.

Some smaller agencies may not work with any companies similar to yours. If that's the case, ask for success stories anyway. The nice thing about being the only one in your vertical is that the agency isn't working with your competitors.

If the agency *is* working with other companies in your industry, be sure to ask about its non-compete clause. Make sure your agency isn't working with your direct competitors!

At 9 Clouds, we let our clients know right off the bat that we want to set them apart from their competition. To do that, we perform conflict checks for any leads that might be in a current client's market before providing that lead with a contract. We want our current clients to be the only organizations in their market to benefit from Google Ads and inbound marketing!



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TAKE YOUR GOOGLE ADS TO THE NEXT LEVEL

At 9 Clouds, we share <u>case studies</u> (*read: success stories*) right on our website, so potential clients can see some of our successes on their own time. We are all about transparency! Need to give your Google Ads account a boost? Reach out to see how we can help you amp up your campaigns.

Wherever you are in your Google Ads journey, our <u>free</u> marketing assessment can help you find opportunities for growth within your company. Request one today!





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EMAIL MARKETING7 QUESTIONS TO ASK

If your dealership isn't using email to connect with customers and leads, you're missing out on a valuable way to communicate with (and learn from) your contacts in real time.

We've explained why email still reigns as the <u>queen of automotive</u> marketing and how nurturing a long-term email relationship builds trust with your contacts. Because it allows you to segment, automate, and qualify your database, email is the best way to send relevant offers to your audience.

Email doesn't work alone, though. Combined with a larger inbound marketing strategy and complemented by your traditional marketing efforts, you can reach the right people at the right time in the right place.

Listen, email marketing will never die, but you'll only reel in successful results if you do it well. So, don't let your agency off the hook by not asking these seven questions about automotive email marketing.



Don't let your agency off the hook by not asking these seven questions about automotive email marketing.



1. WHO WILL RECEIVE OUR EMAILS?

We'll start off by telling you who *shouldn't* receive your emails: every single person in your database.

Hopefully, your agency isn't okay with sending email "blasts," hoping to get a bite from a few hungry leads. If your agency can't help you send a specific message to qualified people (say, for example, information on your Jeep clearance event to past Jeep customers), the only thing your agency is helping you with is cluttering people's inboxes with information that's not relevant to them.

Also, a reputable agency won't send emails to addresses that it's purchased (rather than acquired legally). If it does, throw it back like a bad catch. That's not the agency for you.

2. WILL YOU USE OUR CRM DATA? HOW?

As a follow-up to the first question, ask your agency if and how it will use data from your CRM.

At 9 Clouds, we access our clients' CRMs to import their sales and leads into their email marketing platforms. This is how we create and segment lists, build automated workflows (more on that below), and keep our clients' data in tip-top shape.

Get on the same page with your agency about what information it needs from your CRM and why. With the right customer info, your agency can cast your email strategy far.

3. WHICH EMAIL PLATFORM DO YOU USE?

You can choose from a handful of email marketing platforms, such as <u>HubSpot</u>, <u>SharpSpring</u>, or <u>MailChimp</u>. Ask your agency about the pros, cons, and smart capabilities of its email platform of choice and how it fits into your marketing goals.

Maybe you've already been using an email service and don't see a good reason to switch, or you're not ready to take on the costs of a certain platform. If your agency can't work with the platform you prefer, or if you're not willing to work with its recommendation, that agency may not be a great fit — and that's okay. There are other fish in the sea.



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4. DO YOU HAVE EXPERIENCE WITH AUTOMATED EMAIL WORKFLOWS?

Email automation is the blue whale in the ocean of email. If your agency isn't automating any of your emails, ask why not.

An automated email (sometimes called a *workflow email*) is a marketing email sent automatically in response to audience behavior or data.

For example: Nemo Jones views four new trucks on your website. One day later, he receives an email promoting your current new truck specials. He clicks on a link. Because of that action, he receives *another* follow-up email later that week.

Thanks to <u>email automation</u>, you don't have to send these emails manually. (Who could even keep up?) Experience with email workflows is a *must-have* when you're looking for a great digital marketing agency.

5. DO YOU HAVE CASE STUDIES OF EMAIL SUCCESS WITH OTHER CLIENTS?

If the answer isn't *yes*, try a different fishin' hole.

Even if an agency doesn't have clients similar to your dealership, ask for email success stories anyway. Just because the agency hasn't worked with a business just like yours yet doesn't mean it won't do an awesome job for you.

As we mentioned in the previous chapter, make sure your agency isn't sending out emails for your direct competitors. You want to be the only dealership in your market benefitting from the agency's email skills!





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6. HOW DO YOU MEASURE EMAIL SUCCESS?

Email success isn't just about open rates and click-through rates. While these metrics are *indicators* of success, they aren't the ultimate goal.

Your agency should be able to identify how your emails fit into your larger strategy by reporting on KPIs. At 9 Clouds, for example, our KPIs include:

- Inventory and product views
- Leads and sales
- Organic search traffic (for our SEO service)

Make sure your agency reports on what *really* matters. Just as you wouldn't be excited about catching 10 bullheads when you were hoping to cook up one large Alaskan salmon, who cares about a high open rate if no one actually viewed products on your website?



7. DO YOU PERFORM REGULAR A/B TESTING TO IMPROVE EMAILS?

There's always room for improvement, and A/B testing (or *content testing*) is the means for identifying those opportunities.

Many marketers get excited about testing their content.

After all, who wouldn't want to constantly improve results?

However, some agencies simply turn on autopilot and don't put in extra work for their clients.

Ask your agency about its content testing process and how it will implement its findings into your work.

At 9 Clouds, we test nearly every email we send to identify ways to improve our benchmarks and capitalize on email success for our clients. If your agency isn't executing regular content tests, that's definitely something to carp about.



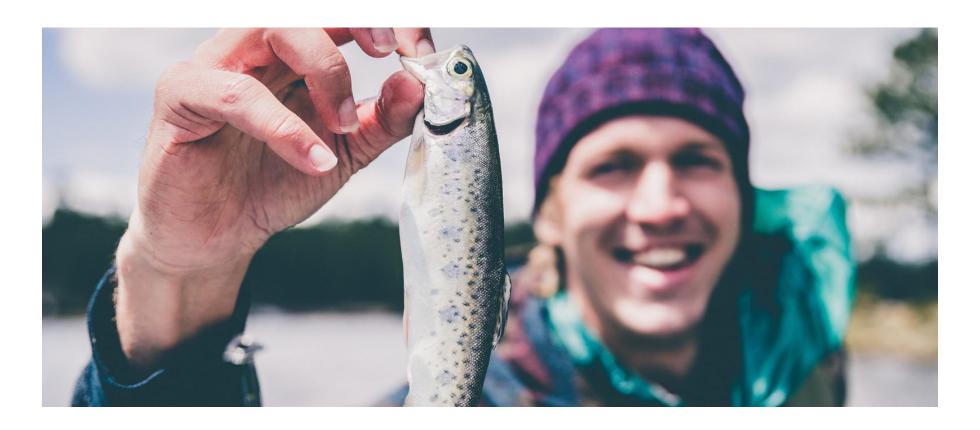
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HOOK, LINE, AND SENDER!

Stupid fish puns aside, it's your responsibility to ask the questions necessary to make the best purchase for your dealership. If the agency you're considering can't answer these questions or doesn't provide answers that align with your goals, that agency may not be the best fit for you.

At 9 Clouds, we can provide answers to all the questions above. When dealerships work with us, we devise an email strategy each month that complements their larger digital marketing strategy.

And, just like reeling in a big catch, we love to see <u>how emails</u> pull in KPI results for our clients.





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Most auto dealers think sales follow-up is like playing fetch with an excited dog, but in reality it's more like walking a cat.

LEAD TRACKING 3 QUESTIONS TO ASK

Most auto dealers think sales follow-up is like playing fetch with an excited dog, but in reality it's more like walking a cat. Ask any experienced salesperson, and they'll tell you that even the most qualified leads can be erratic, confused, and even downright hostile.

Fortunately, your digital marketing agency can help connect your salespeople with the right leads at the right time through a service known as <u>lead tracking</u>.

Why is actionable lead data so important? Leads need follow-up that is timely *and* relevant. Accenture found that the average consumer spends <u>only 13 to 15 hours shopping</u> before purchasing a vehicle. Compared to other industries, that's a *very* short time frame in which a dealer needs to detect, organize, and follow up with the lead.

Good digital marketing should create sales-supporting data. So when it comes to lead tracking, it's important for dealers to ask their agencies the right questions — like these three.

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1. WHERE DO THE LEADS ORIGINATE?

This may seem obvious, but we see way too many CRMs with unclear sourcing. Beyond labeling "lead source" in your database, there are some important factors along the <u>buyer's</u> journey that can create valuable context for your sales team.

Ideally, by the time a lead reaches your dealership's CRM, they have been:

- Tactfully included in an audience
- Exposed to specific messaging
- Tracked by various pieces of technology
- Transferred to your CRM with relevant information

Each of these steps can equip salespeople for a successful follow-up. It's up to your agency to bring this data to your fingertips with the <u>right CRM data</u>.



2. WHAT DO THE LEADS WANT?

It's one thing to know a lead's path, but another thing to know their *intent*. For example, if a lead submits a form to subscribe to your blog, they likely have a much different set of qualities than a lead who submits a form to schedule a test drive.

At this point, qualitative or situational data is key. It's important to indicate if the lead is:

- Buying, selling, or trading
- Interested in new vehicles, used vehicles, or service
- Interested in cars, trucks, or SUVs

Your dealership is busy. Even with the best management, it's difficult for your sales staff to all be aware of how leads are qualified and converted into your CRM along with this qualitative data.

Today's automotive leads are picky, and OEMs aren't helping. According to AutoWeb, <u>brand loyalty is low, and a buyer's options have never been higher</u>. In fact, there were more than 2,642 potential make/model/trim combinations for new vehicle brands in 2018.



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The best auto dealers can leverage their digital marketing to help leads more efficiently. As AutoWeb notes:

Consumers bear the brunt. An efficient path to purchase has been replaced by a largely inefficient one, and an enjoyable car buying experience has been replaced with a less-than-ideal one. Simply put, today's car buyers lack fundamental clarity about their ideal make and model, and their mobility needs are not understood and, ultimately, not met.

Context is key. Just as your agency carefully crafts its email messages and ads, it should also carefully curate lead data. Make sure your digital agency is including relevant data and contact information with every lead — not just <u>flooding your CRM with empty promises</u>.

3. WHAT IF THE LEAD STRATEGY DOESN'T WORK?

Lead conversion strategies only work if they're focused on a goal. Before you even launch your first landing page or begin tracking leads with emails and pixels, make sure you spend enough time thinking about the follow-through.

Your agency should sweat (and report) these details for any marketing effort:

- Who is being targeting
- Why they're being targeted
- How the data flows through your ads, emails, website, and CRM
- What pieces of data to provide to your sales team

Not only does your dealership need to know how to measure success, but it also needs to have a contingency plan. Let's say your agency shoots for 100 leads from one Facebook ad, and you end up with only 50. How quickly can the agency switch gears to the next best idea?

Your dealership also needs to know how to optimize its various pieces of content for a great user experience. Good digital agencies know how to track leads, but *great* digital agencies know how to set and achieve lead tracking goals.

Your agency should be ready to handle any necessary changes to your website, online ads, or email messaging to create a lead tracking strategy that works for both your store and your database.



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WANT MORE LEAD TRACKING TIPS?

9 Clouds provides digital marketing tips and tricks for businesses of all shapes and sizes. Through our experience in lead tracking, we've helped multitudes of marketers find better ways to track (and help) their leads online. Download our <u>lead tracking eBook</u> to learn more. Also, make sure to read about our <u>lead tracking service</u>, which is offered in conjunction with our other digital marketing products.

And remember, that free <u>online marketing assessment</u> is yours for the taking whenever you want it!





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THANKS FOR READING!

Looking for digital success? That's why we made this resource.

Most dealers have a heap of useful data, too many digital vendors and software platforms, a few social media accounts, and hundreds of special sales or service offers that are not reaching their potential.

At 9 Clouds, we take your data from all of the software you are using and put it in one place. You have access to unified, understandable data. Your customer's complete digital profile is quickly accessible. We use this information to tell your sales reps who is ready to buy before they fill out a form.

We can also send marketing material to customers based on their individual data.

The person looking at the red truck gets an email about the red truck. The person who has serviced their car five times this year gets an email with a trade-in offer. This personalized marketing increases leads and sales (just check out our case studies for proof).

So why are we just giving away our automotive marketing secrets? Because we're nice, and because we believe in digital karma.

When your dealership is ready to move to the next level of digital marketing, get in touch with us!

9 CLOUDS

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