



Loyalty Driver[®] and Video: Your Dealership's New Best Friend

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Flip video cameras and high quality point and shoot cameras with video capability are readily available for less than a hundred bucks. More and more, HD quality video cameras are being integrated into smartphones, meaning that you and your colleagues have access to a significant marketing tool right in your pocket.

Chances are almost 100 percent that you have all the tools you need to generate an attention-grabbing video and get the content out to your subscriber base. So let's talk about what makes great video content:

● Promote Used Vehicle Specials

You're probably already taking photographs and writing brief descriptions of the used vehicle specials on your lot. In less than three minutes, you could have an HD-quality, descriptive video of one of your used car specials suitable for distribution to your entire subscriber base. It's a great channel for showcasing inventory, and introducing your sales staff to your customers.

Some tips:

- Keep the videos short: target length of three minutes or less
- Make the story concise: limit content to the high points - Year, Make, Model, Trim Level, Mileage and any specific options that would make the car more appealing
- Put a face to the engagement: introduce who is speaking and how to get in touch

● Feature Staff Picks

Have a member of your staff highlight one of their favorite vehicles on the lot, and give a walkaround presentation. Videos like this are a great way of not only showcasing your inventory, but introducing your staff to your subscribers.

Have your staff limit their comments to three minutes, and provide Year, Make, Model, Trim and Mileage (if used) information along with their walk around.

VIDEO IS TAKING OFF:

- 70% of the top 100 search results contain video (Marketingweek, 2011)
- Video in email marketing can increase conversion rates by 50% (Marketing Sherpa, 2012)
- Video on websites makes visitors stay two extra minutes, and 64% more likely to buy stuff (Comscore, August 2010)
- 58% of consumers aged 18-34 that follow brands on social media would watch a video if a brand they follow posted a video (Digitas, March 2012)



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● Promote User-Generated Videos

Your customers might be the best source of video content at your disposal. Run a contest with recent customers and highlight the best videos in your newsletter. It's a great way to get your customers involved and talking about their experience and it takes the pressure of creating a video off of your shoulders.

● Develop Feature Demos

As you know, OEMs are integrating powerful connectivity functions even in entry-level automobiles. For some customers, however, these features can be confusing and intimidating. You've probably trained your sales staff to demonstrate these powerful features. Creating a quick three-minute video demonstrating how these features work is a great use of the medium.

If the feature in question has many sub-features, consider breaking your demonstration into several parts. For example, in a video for the car's mobile phone connectivity features, you could concentrate on just the cell phone pairing procedure in one video, and create a second or third video on how to use Bluetooth streaming to listen to audio files.

● Educate Your Customers about the Importance of Service

Consider featuring your service department as a means of driving customers into your fixed operations. Of course, there's an opportunity to just showcase the service department and what it does, but even more meaningful would be to highlight services that many of your customers may have missed in their recommended service intervals.

Topics of interest should be designed to educate your customers. Provide an explanation of why it's critically important to have brake fluid flushed out of the hydraulic system on a regular basis; then talk briefly about how the system works, show where the brake fluid goes, list any signs that the fluid should be changed, and explain the recommended service interval. And as always, end your video with a call to action, a number or a link inviting customers into the service area to consult with a service advisor.



ABOUT IMN

IMN is the digital marketing company that delivers branded email newsletters and content for more than 3,000 organizations worldwide. By combining custom automotive and lifestyle content with advanced publishing technology and services, IMN enables auto dealerships to engage with their prospects and customers and drive sales and leads via email, mobile and social platforms. IMN has formed relationships with more than 1,900 dealerships. IMN also serves major corporations such as Shell Oil, New York Life, Fujitsu, and Tuft's Health Plan.

For more information about IMN Loyalty Driver call 1-800-818-4071.

● Publicize Events and Community Activities

Your dealership is one of the most vital contributors to your community. A quick video can help elevate your dealership's profile. Whether it's a community rebuilding effort, or simply the sponsorship of a baseball team, video coverage can help communicate your dealership's commitment to the region, and humanize it to a prospect.

Once your video content is shot, post it up on your dealership's YouTube page and your website. Even better, YouTube videos can then be embedded within your newsletter.

● Take It From the Experts

Video is quickly becoming one of the most effective marketing media out there for optimizing engagement. Based on our experience, here are a few best practices to make video work for you and your dealership:

- It's best to shoot video either early in the morning or late in the afternoon just as the sun is going down to avoid strong reflections and shadows.
- Be sure to show the surroundings. The front of the dealership is fine.
- Try to keep the videos to three minutes to ensure they'll be viewed to the end.
- While it's best to not work directly from a script, it's a good idea to at least write your main points down so you can cover them sufficiently.
- Always close with a call to action so the viewer knows what to do next.