

EDITOR COMMENTARY FROM AIN MEDIA on Why Read This Article:

*This article by Kendall Billman was selected to posting and leveraging on Automotive Digest because content marketing is becoming as important to dealer marketing as banner advertising. How-To-By-The-Experts.*



## Three Reasons Content Marketing is Important for Auto Dealerships

There's no doubt that auto dealerships do a good job with traditional marketing channels. Sit through any given hour of television and you'll see multiple well-produced television spots for local dealerships. But the reality is that today's potential customers fast-forward through ads in record numbers.

To combat this problem, businesses are turning to content marketing to engage prospective buyers when they're actually searching for information about their products and services. However, many auto dealerships are busy with their primary business of selling and servicing vehicles, and aren't sure how to manage a comprehensive content marketing campaign. The responsibility often falls to the Internet director, who has more than enough to do. Content marketing ends up on the backburner. To remain competitive in an increasingly online world, auto dealerships must ignite their content marketing efforts. Here are three key reasons to invest in content marketing:

### **1. Dealerships are losing the search battle.**

For many customers, the decision to buy a vehicle begins with typing words into a search bar. When a customer performs a search, they are often asking a question with the goal of trying to find the best answer. Search engine optimization (SEO) helps decide if it will be their local dealership answering the question, or a national third-party site.

Too often local dealerships cede the search battle to third parties, missing the opportunity to build trust with prospective customers. If you're the one answering a prospect's questions throughout their online research process, you'll have already established a strong level of credibility by the time they drive on to the lot.

### **2. Most dealerships already have a lot of content, they're just not leveraging it.**

Most auto dealerships focus on creating just one type of content: inventory listings. While these are vital to the shopping experience, they rarely make it the first page in search, even when fully optimized. The types of content that customers search during their research process (comparison data, service maintenance schedules, new pictures of vehicles, videos, and information about awards and accolades) are rarely found on dealers' websites. Auto dealerships can see increased traffic and conversions just from using content marketing best practices to leverage those existing types of content.

More of #2 Reason for Content Marketing

OEMs clearly recognize this trend – just take a look at the numerous TV ads built around the idea of comparing vehicles. But when a consumer does a Google search to learn more about that comparison, where do they land? In most cases it will be the third-party sites, maybe the OEMs. Rarely, if ever, will a user see their local dealership in those organic search results. For that to change, auto dealerships need to engage in content marketing.

**3. Consumer expectations for online shopping have never been higher, including on mobile devices.**

Online shopping (especially through mobile) is growing faster than most dealerships' websites have evolved. While online shopping in most industries has reached record highs, our data shows that many of today's customers don't spend a lot of time browsing auto dealerships' inventory from their devices.

While some customers may prefer to research big purchases from their laptops, in many cases the experience of searching inventory on mobile is just not up to the customer's standards. Dealers need to revisit the mobile friendliness of their websites, or risk seeing more prospective customers turn to third-parties websites instead.

To learn more about how to ignite your traffic with content marketing, [click here](#) to schedule a demo of our customized content marketing engine for the auto industry, ContentFuze. Motofuze, LLC

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