

HOW TO BY THE EXPERTS

How to Use Vehicle Page Views to Dominate Sales in 2014

If you don't have a deep linking strategy in place for 2014, the time to do so is now. Your buyers are waiting.

It's no secret that leads coming in from third party providers are either—

- 1) too high in the sales funnel to be of any use or
- 2) are actually blocking entrance to a dealership website using a lead form.

The result is online shoppers being forced into off line lead processes. How then do dealers keep their own website prospects while grabbing the shoppers most ready to buy?

The answer lies within deep linking to a vehicle description page. A J D Power and Associates study shows 79% of buyers destination shop inventory they find online and 70% + of first dealer contact is in the form of a lot visit. At the same time, consumers are visiting fewer lots, down to 1.2 vs. 4.4 in the last four years alone.

Just how successful are the dealerships that are using this method?

Consider these success metrics of dealerships using a deep linking strategy versus a traditional digital advertising program:

- One sale for every 27 dealer site shoppers
- 5X more VDP views per dollar spent
- 5X more in-house leads per dollar spent
- 5X more sales per dollar spent
- Cuts cost per shopper by 94.8%
- Increases engagement by 425%

Integrate a deep-linking system and process in your dealership and you will gain these metrics and more sales in 2014.

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