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**PES #2: DRIVEN2 CONNECT**

*Google: Connecting with Today’s Digital Consumer*

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**Old Mantra**: Get Customers into the Dealership

**New Mantra**: Bring Your Dealership to the Customer

* 70% of drivers research service online before they purchase, the majority of them use search engines.
* Google is by far the largest search site; is by far and away the largest lead driver for dealers’ websites today.
* On average 2/3 of visits to dealership websites are coming from Google.com
* Not having a digital presence is like putting a closed sign outside your business

Optimizing Search Results for Your Dealership

There is an opportunity for GM and Dealers to be aligned on search strategy to grab research leads and even block competitors from entering the top of the search page. Use this strategy for effective cross-tier collaboration:

* Utilize suggested keyword recommendations
* Add local geographic targeting
* Only pay when a user clicks makes this an effective strategy for cross tier collaboration.

*Paid Search Tactic #1: Service Center Searches*

* Make sure your dealerships are showing up when customers search for service. Keyword recommendations are outlined in the following section. Research shows that click thru rates increase by as much as 88% when your store appears in the top paid and top organic spot. Most users will click on your organic listing and on average you are only paying for clicks 35 percent of the time.

*Paid Search Tactic #2: Start with Branded Keywords*

* Focus on branded keyword combinations such as (chevy, gmc ,etc) before branching out to generic service keywords. These are your lowest funnel customers and they are your easiest customers to bring into your service lanes.

*Paid Search Tactic #3: Implement sitelinks and extensions on all ads.*

* Sitelinks: Appear on both desktop and mobile. They are the little blue links in your ad that provide more information and direct customers to deeper pages of your website. These are free and they increase your CTR’s 10-20% and as much as 20-50% for brand terms. They also make your ads larger and take up more screen space.
* Call extensions: Allow users to call right from the ad unit. No code necessary, advertisers simply supply a business number and we are able to use our forwarding numbers to track call activity. Best practice is to define a 60 second call as a conversion. Average CTR increase is 6-8%
* Location extensions: Provide an extra line in your ad highlighting your business location. Customers instantly get directions directly from your ad. Average CTR increase is 10%.

Recommendation #1: Cover the following branded combinations:

* Make + Model + P&S Category + Geo
  + (ex. Buick + Enclave + Tires + Your Geo)
* Make + P&S Category + Geo
* Model + P&S Category + Geo
* Top Parts and Service Categories in order of volume.
  + Tires, Oil, Maintenance, Battery, Transmission, Service, Suspension, Brakes, Parts, Repairs, Filters

Recommendation #2: Cover unbranded combinations:

* Parts and Service + Geo
  + (ex. Tires + Your Geo)
* Tactical Tips to Improve Performance:
  + Paid + Organic Search Page Coverage drives the best results.
  + Paid: recommended format above
  + Organic: Details can be found at:
* (https://support.google.com/webmasters/answer/35769?hl=en) Also, reach out to your ProCare Advocate at CDK for help!
* Keyword Strategy
  + Build out the above keyword combinations for all makes and models across all brands in your dealership portfolio.
* Add Extensions (overview https://support.google.com/adwords/answer/2375499?hl=en)
* Site Links, Call and Location Extensions
* Add real estate to your ad and make it easy for a user to take their desired action.
* Site LInk Extensions:
* <https://support.google.com/adwords/answer/2375416?hl=en>
* Call Extensions:
* <https://support.google.com/adwords/answer/2453991?hl=en>
* Location Extensions: <https://support.google.com/adwords/answer/2404182?hl=en&ref_topic=3119124>

Connecting With Undecided

Old mediums to connect and influence customers are no longer effective. This is how customers use their time today:

* 48%; Internet: (divided equally between desktop and mobile)
* 36%: TV
* 12%: Radio
* 3%: Print

Opportunity: Mobile Video

* Video, especially mobile continues to make up a high percentage of your customers day
* Create demand for parts and service at your dealership
* Target customers you know and reach users similar to your customers
* Digital media can offer targeted ways to connect with your customers at scale

YouTube

* YouTube creates a great opportunity to get in front of your customers using the power of site, sound and motion.
* YouTube offers more reach than any broadcast, more popular than any one cable channel for ages 25-54 anywhere in the U.S./represents 35% of all online video watched

Only pay per view—Learn more at:

<https://support.google.com/adwords/answer/2383007?hl=en>

* User can skip the video ad after 5 seconds
* Pay at :30 seconds or the completion of the video whichever comes first
* Repurpose existing material and create new: TV commercials, web content and smartphone video

Getting Found on YouTube—Meta Data best practices:

<https://support.google.com/youtube/answer/7002331?hl=en>

YouTube Cards:

Dealers can use cards to add interactivity to their videos. Cards can point viewers to a specific URL (from a list of eligible sites) and show customized images, titles, and calls to action, depending on the card type.

<https://support.google.com/youtube/answer/6140493?hl=en>