

A background network diagram consisting of numerous grey dots of varying sizes connected by thin grey lines, creating a complex web-like structure that fills the entire slide.

# **DIGITAL DEALER** 27

## CONFERENCE & EXPO

# 4 Trends in Merchandising

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# 4 Trends in Merchandising



360 Interactive  
Video and  
Photos



Full Motion  
Video Library  
of New and  
Used  
Inventory



Video Lead  
Response  
with every  
customer  
touch



Personalized  
Intros Bring  
Stronger  
Results

# 360 Interactive



Allow users to virtually interact with the vehicle prior to a showroom visit, moving them one step closer to ownership



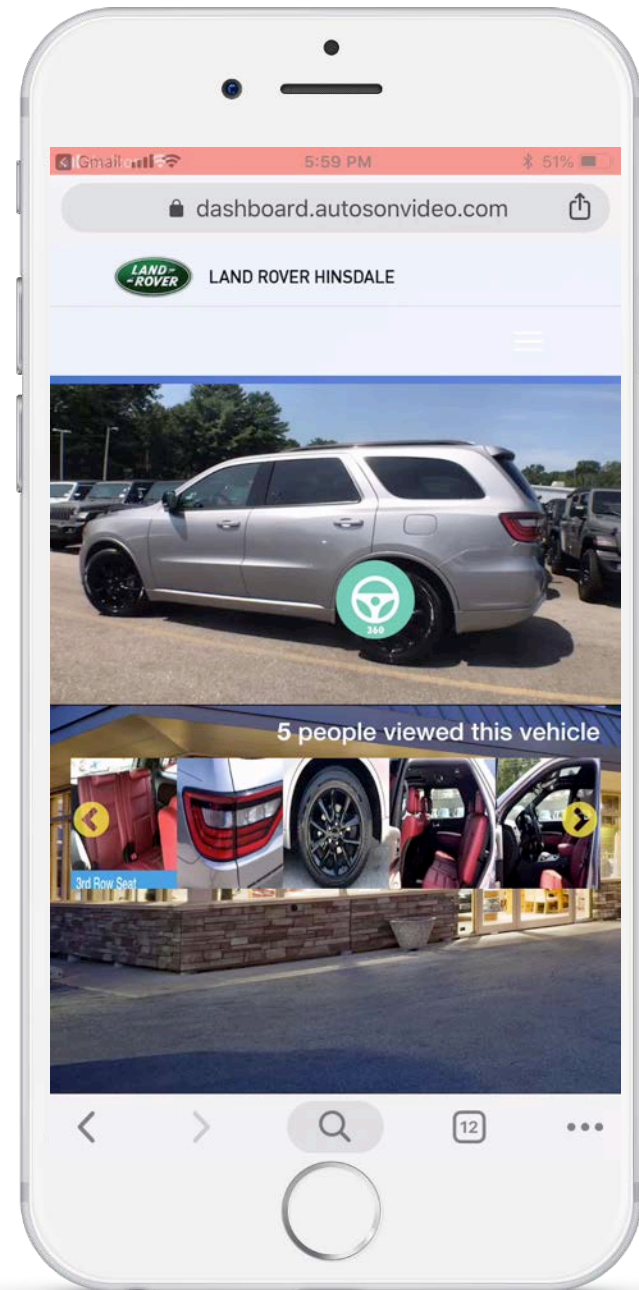
Allows users to view features and get more details



Dealer can track activity per VIN



View 360 posted in real time reducing time to market



# Inventory Video With Voiceover



Used on Website and Sales Follow Up

# Inventory Video with Personal Voice



Used on Website and Sales Follow Up



75%

of auto shoppers say that online video has influenced their shopping habits or purchases

Source: Google/Ipsos, U.S., "How People Shop with YouTube" study, 18–64 year olds who go online at least once per month and have purchased a car in the last year (n=400), July 2018.  
Source Think with Google



40%

of auto shoppers who used online video for research said that it helped them discover a vehicle they weren't previously aware of considering

Source: Ipsos/Google, U.S., "Digital's Influence on In-Market Auto Consideration" study, (n=673 auto shoppers, which includes purchasers and considers), Aug 2018.



60%

of auto shoppers who used video during the research process reported visiting a dealership or dealer website after watching a video of a vehicle they were considering

Source: Ipsos/Google, U.S., "Digital's Influence on In-Market Auto Consideration" study, (n=673 auto shoppers, which includes purchasers and considers), Aug. 2018.



# Lead Responder with Landing Page

The screenshot displays a Jaguar Land Rover website. At the top, the Jaguar and Land Rover logos are on the left, and the text "CALL TODAY! (225) 756-5247" is on the right. A navigation bar includes links for "NEW CARS", "USED CARS", "SPECIALS", "FINANCE", "SERVICE & PARTS", and "ABOUT". The main content area features a large video of a man, Bill Cutforth, inside a car. To the left of the video is a red Land Rover SUV with license plate "TCB 73H". To the right is a white Jaguar sedan with license plate "XFZ 989". Below the video, there is a "Send this video to a friend" button and a contact card for Bill Cutforth. The contact card includes a small photo of him on the phone, his name "Bill Cutforth", and contact information: "Sales Guide", "billc@paretti.com", and "2257561248". A message at the bottom of the card says "Thanks for contacting! Video makes the difference!". The background of the website is dark with a subtle pattern.

JAGUAR LAND ROVER  
Paretti Jaguar Land Rover Baton Rouge

CALL TODAY!  
(225) 756-5247

NEW CARS USED CARS SPECIALS FINANCE SERVICE & PARTS ABOUT

Send this video to a friend

**Bill Cutforth**

- ✓ Sales Guide
- ✓ billc@paretti.com
- ✓ 2257561248

Thanks for contacting! Video makes the difference!



- Record personalized messages showcasing the exact VIN your prospect is interested in.



# ”Video is the new showroom”

Peter Leto Head of Industry-General Motors, U.S. At Google

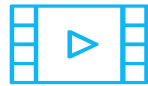
Because today's average new car buyer visits only 2.3 dealerships before making a purchase, dealers need to reach shoppers before they choose a physical showroom.



# 51% Increase in Sales



Average monthly sales w/o video 11.5.



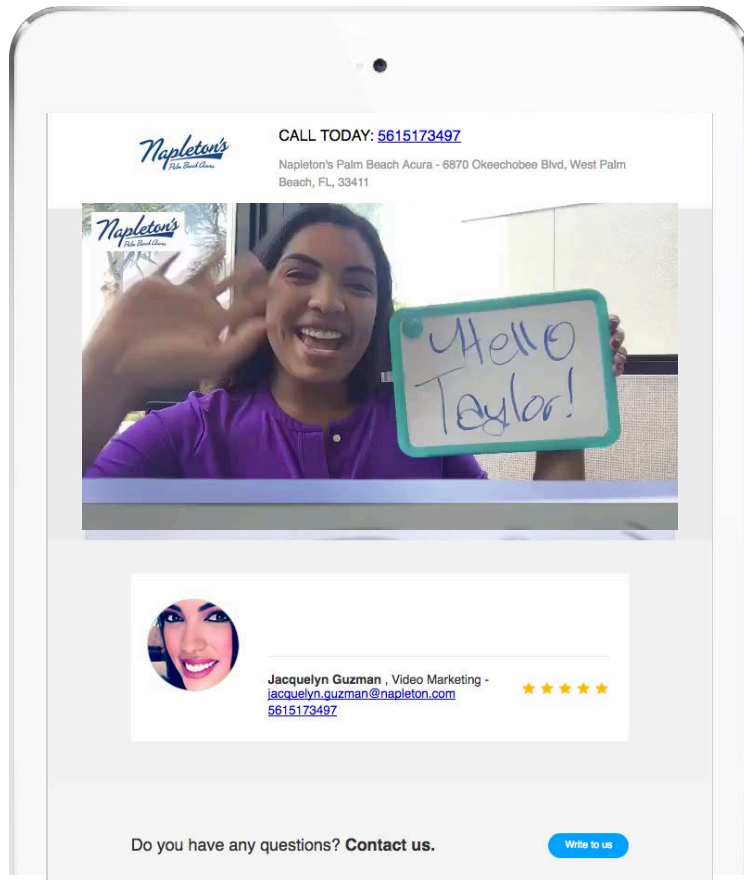
A video lead solution was introduced.



**12 Months later average monthly sales with video 21.4.**

## Intro Video On Every Video Sent.....PERIOD!

# Video in the BDC



A Personalized Sales Tool to Invite Shoppers to Your Dealership.

Drive vehicle sales through the power of personalized video.

# Connect More With Video!

Over 80% of people now say they are more likely to do business with a company if it offers personalized experiences,

The power of me: The impact of personalization on marketing performance, Epsilon 2018



“A customer purchased a \$50,000 Titan. They told me the reason they did was because I took the time to send them a personal video.”

Rick Smith of Dick Smith Nissan



“The ‘overnight’ part of ‘overnight success’ is the sudden recognition of years of hard work.”

-Kent Clothier





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Plenty of Platforms For Video

**TheVideopreneur.com**



Mike "Skinny" Sarrazin

**Easy To Do  
IS  
Easy To Not Do.**

# BONUS!



# Questions?





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