



**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



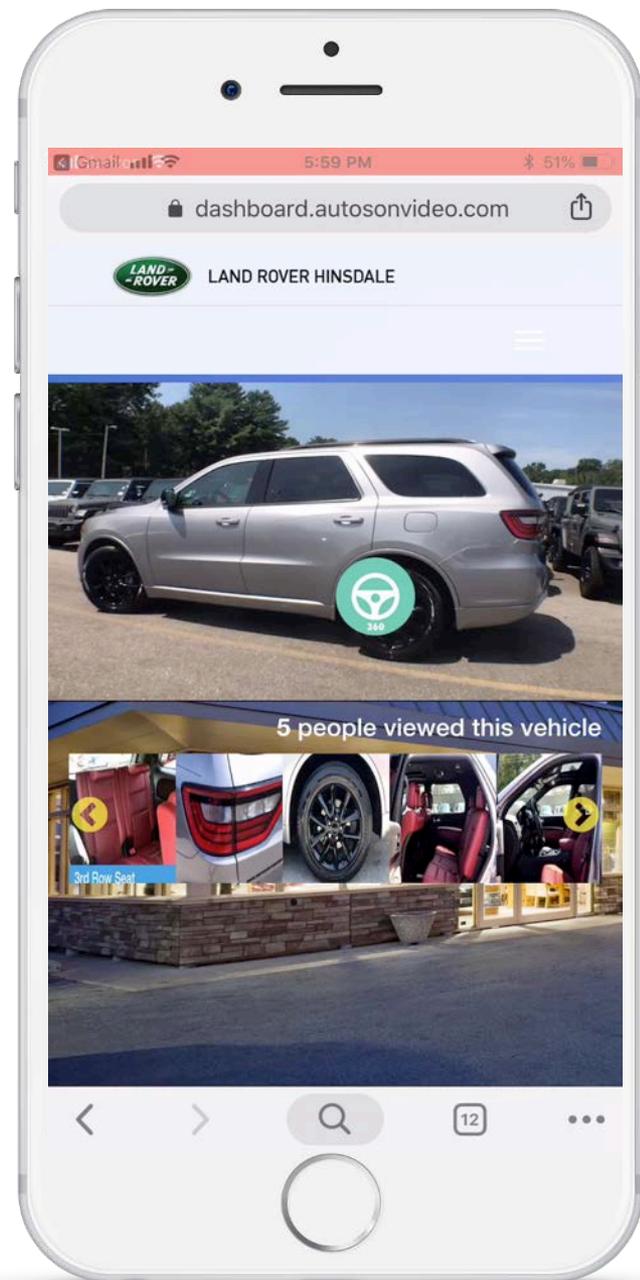
Allows users to view features and get more details



Dealer can track activity per VIN



View 360 posted in real time reducing time to market



Inventory Video With Voiceover

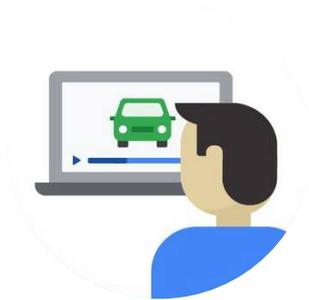


Used on Website and Sales Follow Up

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

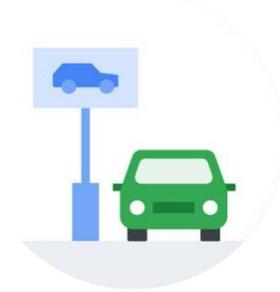
Source: Google/Ipsos, U.S., "How People Shop with YouTube" study, 18–64 year olds who go online at least once per month and have purchased a car in the last year (n=400), July 2018.
Source Think with Google



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.



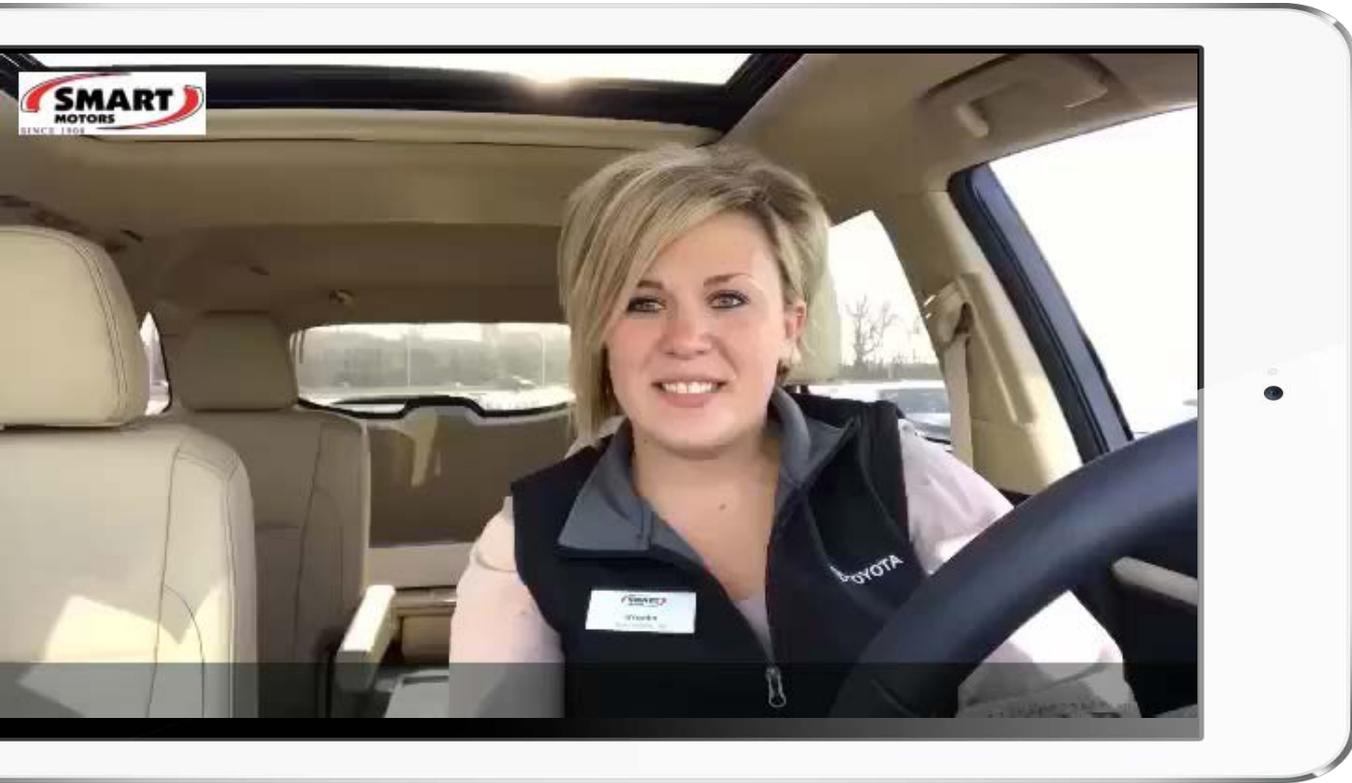
60%

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 website for Jaguar Land Rover. At the top, there is a navigation menu with links for 'NEW CARS', 'USED CARS', 'SPECIALS', 'FINANCE', 'SERVICE & PARTS', and 'ABOUT'. A 'CALL TODAY!' button with the phone number '(225) 756-5247' is located in the top right corner. The main content area features a large video player showing a man, Bill Cutforth, speaking from inside a car. Below the video player is a contact card for Bill Cutforth, which includes a 'Send this video to a friend' button, a small photo of him on a phone call, and contact information: 'Sales Guide', 'billc@paretti.com', and '2257561248'. A thank-you message reads: 'Thanks for contacting! Video makes the difference!'. The background of the website includes images of a red Range Rover SUV and a white Jaguar sedan.



- 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.



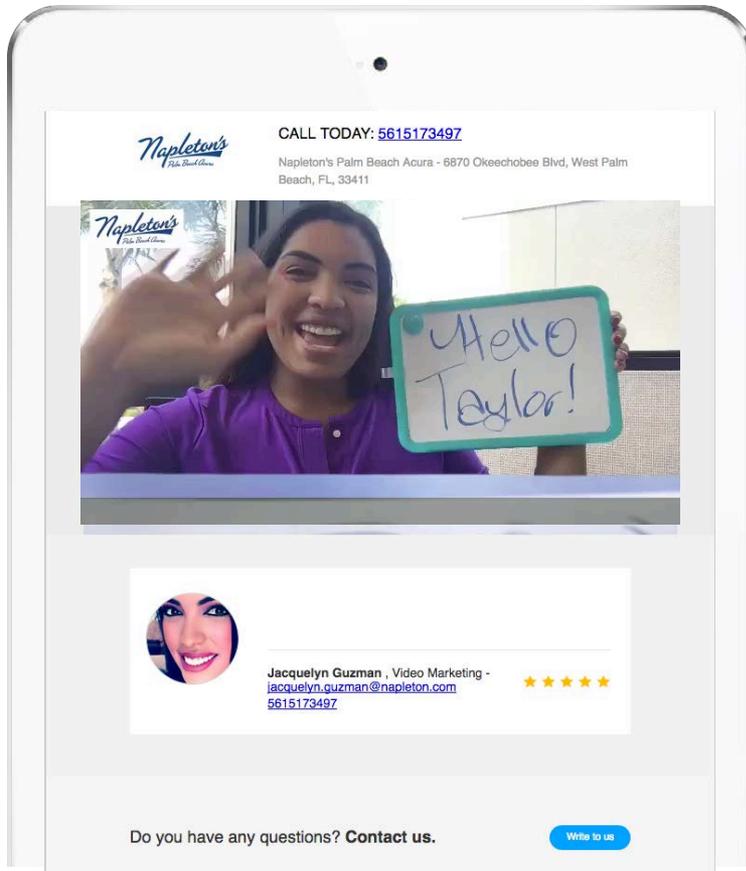
A video lead solution was introduced.



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

Linked 

You 



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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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