

7 Ways Digital Retail Can Stimulate and Sustain Consumer Demand



Now is not a time to be passive about the buying experience you're creating, especially if your dealership offers a digital buying experience., a dynamic that's changing every day. Here are 7 things you can do to take advantage of what might be your operation's greatest asset for stimulating and sustaining consumer demand - digital retailing.

1. Ensure Your Digital Retail Button Is Visible

Are your call-to-action buttons the same color as our digital retail button? Do your website and vehicle details pages offer multiple ways to enter a lead? If you answered "Yes" to both questions, chances are you're confusing your customer. Make sure your digital retail option stands out and eliminate competing calls to action.

2. Re-Announce Your Digital Retail Experience to Your Existing Email Database

Use an email campaign to reinforce the steps your dealership has taken to ensure shopper safety, and how offering an at-home shopping and buying experience is one of the precautions taken. The campaign should also provide a link to a landing page that explains how the process works. A video explaining the steps is a must.

3. Promote Your Digital Experience on Your Homepage

Ensure banner ads promoting your dealership's digital retail experience appear in all your search results and vehicle details pages. The same goes for your homepage's image and video slideshows. Taking advantage of your dealership's hold music or other telephony messages is also highly recommended.

4. Create a Custom Appointment Experience

Digital retail customers should feel important when they talk through the door. This recommendation is especially true during today's Coronavirus pandemic. You may consider designating visitor parking spots and a special entrance for customers that took the time to start the process online. Roping off the area and having a red carpet laid out is a nice touch. Dealers with separate offices for fleet sales may even consider utilizing those offices for digital retail appointments. A large poster board listing the day's appointments is also recommended, as is having customer names appearing inside the windshields of the vehicles they'll be test-driving that day.



5. Offer a Fully Digital Sales Process with Delivery

Check with your operation's legal counsel regarding at-home deliveries. But once cleared, show your dealership is willing to go the extra mile to accommodate customers by offering at-home test drives and home delivery. If your operation already does this, talk about it, share it, post it, and add a budget to it, because now is the time to make social media and your website work for you.

6. Bring Tablets Along For the Test-Drive

Digital retail creates a more consumer-friendly buying experience car shoppers are familiar with due to their digital buying experiences in other retail verticals. As a result, a car buyer may be more open to self-selecting F&I products they might otherwise dismiss. DealerSocket's customers see an average of \$300 more gross profit when they do. Salespeople should be encouraged to use digital retail as a presentation tool to engage and educate customers about F&I products during a vehicle walkaround or at the end of the test-drive. Just make sure this happens before the customer reaches the finance office, and have F&I producers train salespeople on how to deliver a proper product endorsement.

7. Upgrade Inventory Photos

Since you'll be allowing your customers to shop from home, be sure to upgrade your inventory photos so they know what they are getting. Consider speaking to your lot service company about taking higher quality photos and also getting images of your new inventory.

Do All This and More with PrecisePrice™

PrecisePrice is the industry's only digital retail solution that can integrate DealerSocket Desking and push deals to your DMS. A simple interface allows online shoppers to configure the right payment on the right vehicle and easily transfer their deal to the showroom. Learn more at DealerSocket.com/PrecisePrice.