

Killer Mobile Marketing Strategies That Drive Sales



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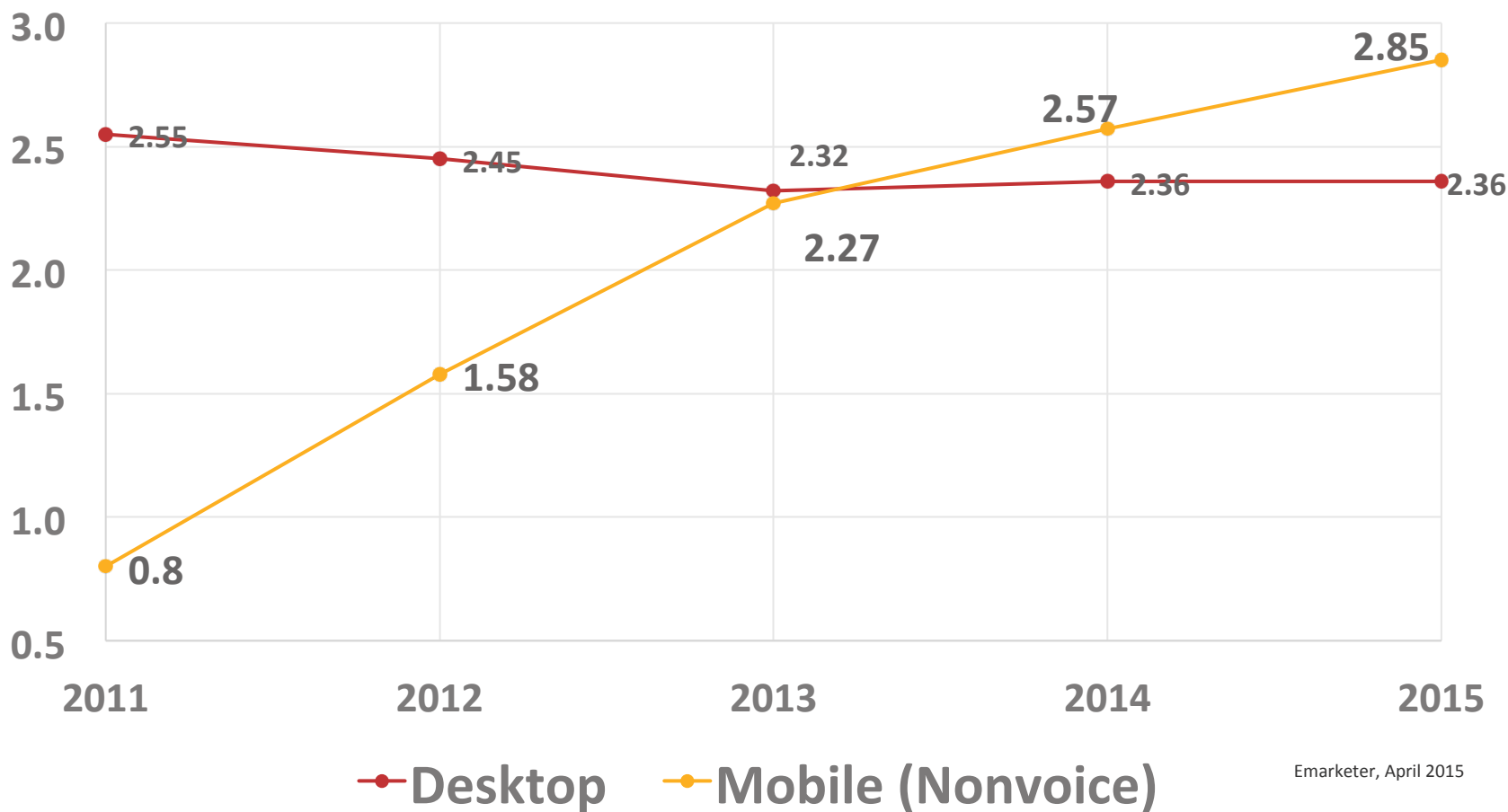


@dealeron
#NADA2016

Why Is Mobile So Important?

Consumers Use Phones More Than Desktops for Browsing Internet

Average Hours per Day with Media by US Adults

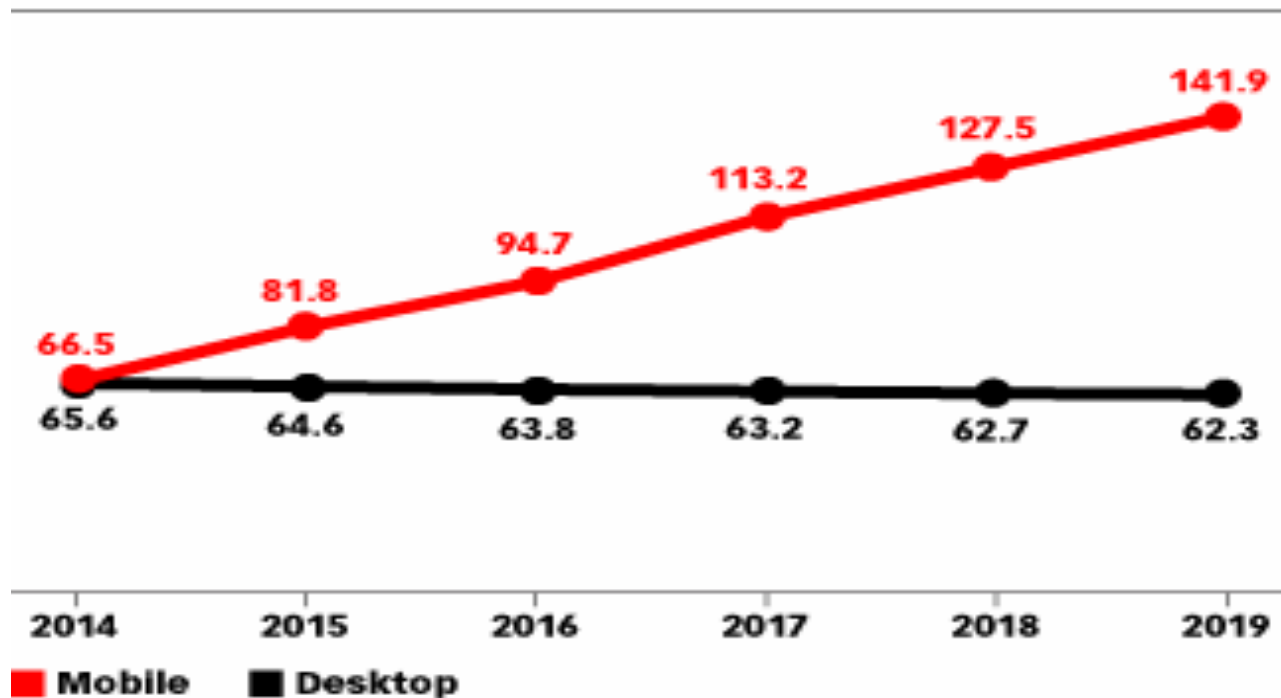


Emarketer, April 2015

#NADA2016

For Local Businesses on Google, 2015 Was “Death” of Desktop

US Local Search Query Volume, Mobile vs. Desktop, 2014-2019
billions

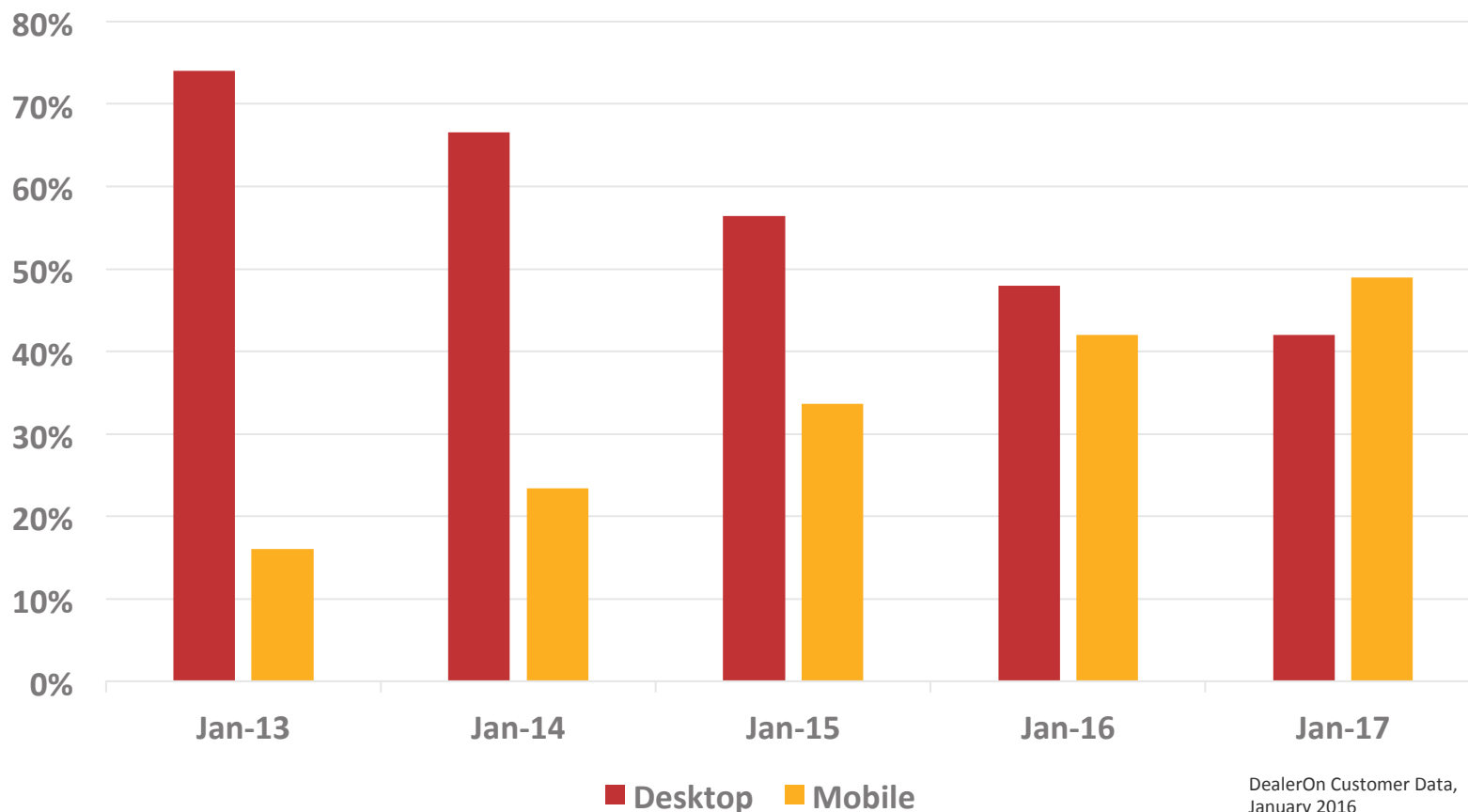


BIA Kelsey Study, May 2015

#NADA2016

Dealers' Website Traffic – Mobile To Surpass Desktop In Next 12 Months

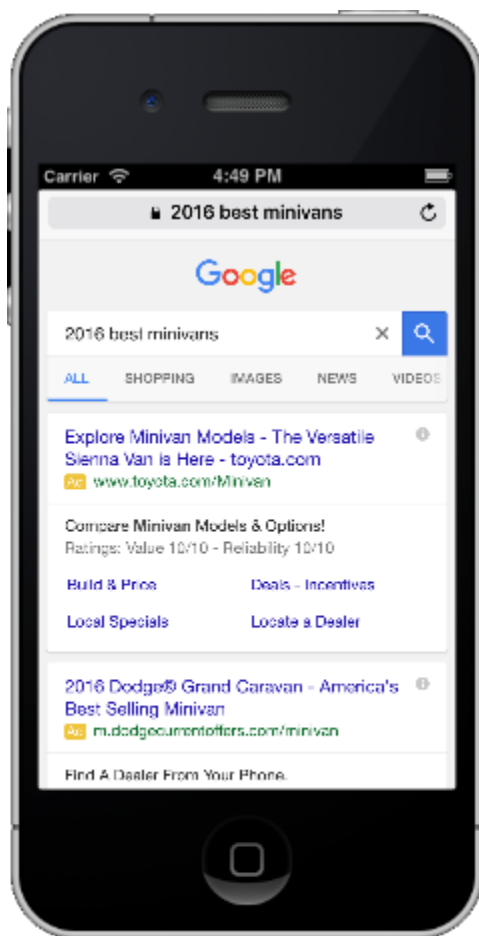
DealerOn Customer Traffic Data



DealerOn Customer Data, January 2016

#NADA2016

Just Like Desktop, Mobile Starts with Google



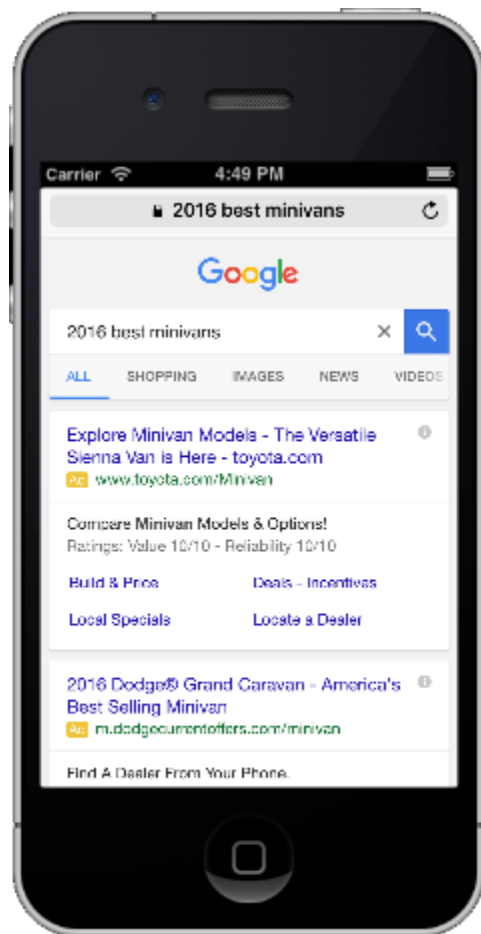
- For Dealers, 70%+ of Mobile Traffic is from Search
- Google's Share of Mobile Search is 90%+
- Google Traffic Generates nearly 80% of Mobile Calls/Leads

DealerOn Customer Data,
January 2016

#NADA2016

Mobile SEO Ranking Factors

Mobile SEO Ranking Factors for Dealers



1. Physical Location of Device
2. Citations/Listings
3. Page Speed
4. Structured Data (schema.org)
5. Google Mobile Friendly/Usability
6. AMP

1. Physical Location



2. Citations/Listings



3. Page Speed

Google Developers

Products > PageSpeed Insights

PageSpeed Insights

[ANALYZE](#)

Mobile Desktop

45 / 100 Speed

! Should Fix:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

[Show how to fix](#)

Optimize images

[Show how to fix](#)

Leverage browser caching

[Show how to fix](#)

! Consider Fixing:

Prioritize visible content

[Show how to fix](#)

Reduce server response time

[Show how to fix](#)

Minify JavaScript

[Show how to fix](#)

Minify CSS

[Show how to fix](#)

Minify HTML

[Show how to fix](#)



4. Structured Data

G Structured Data Testing Tool

FETCH & VALIDATE
CANCEL
Shortlink

```

1 <!DOCTYPE html>
2 <html lang=en>
3 <head>
4 <title>Toyota Dealer in Raleigh NC | Near Cary & Durham | Leith Toyota</title>
5 <meta name="description" content="Toyota Dealer in Raleigh NC. New Used & CPO
  Toyota cars, SUV's, and trucks for sale. Toyota Parts & service Serving Cary,
  Durham, Chapel Hill, & Apex North Carolina.">
6 <meta name="format-detection" content="telephone=no">
7 <meta name="robots" content="index, follow, noydir, noodp">
8 <meta name="ICBM" content="35.89066, -78.56384">
9 <meta name="geo.position" content="35.89066, -78.56384">
10 <meta name="geo.placename" content="Raleigh">
11 <meta name="geo.region" content="NC">
12 <meta charset=utf-8>
13 <meta name="viewport" content="width=device-width, initial-scale=1.0">
14 <meta http-equiv=X-UA-Compatible content="IE=edge, chrome=1">
15 <!--[if lt IE 9]>
16 <link rel=stylesheet href="/assets/shared/bootstrap/css/respond.css">
17 <![endif]-->
18 <!--BEGIN Custom Head Content-->
19 <meta name="msvalidate.01" content="1CE90F7B3DFB8890302F888688973441">
20 <!--END Custom Head Content-->
21 <style/* source: /js/bootstrap/css/bootstrap.min.css
*/article,aside,details,figcaption,figure,footer,header,hgroup,main,nav,section,su
mary{display:block}html{font-family:sans-serif;-webkit-text-size-adjust:100%;ms-
text-size-adjust:100%;body{margin:0}a:focus{outline:thin
dotted}a:active,a:hover{outline:0}h1{margin:.67em 0;font-size:2em}b,strong{font-
weight:bold}hr{height:0;-moz-box-sizing:content-box;box-sizing:content-
box}code,kbd,pre,samp{font-family:monospace,serif;font-size:1em}pre{white-
space:pre-wrap}@quotes{"\201D" "\201E" "\201F" "\2019"}small{font-
```

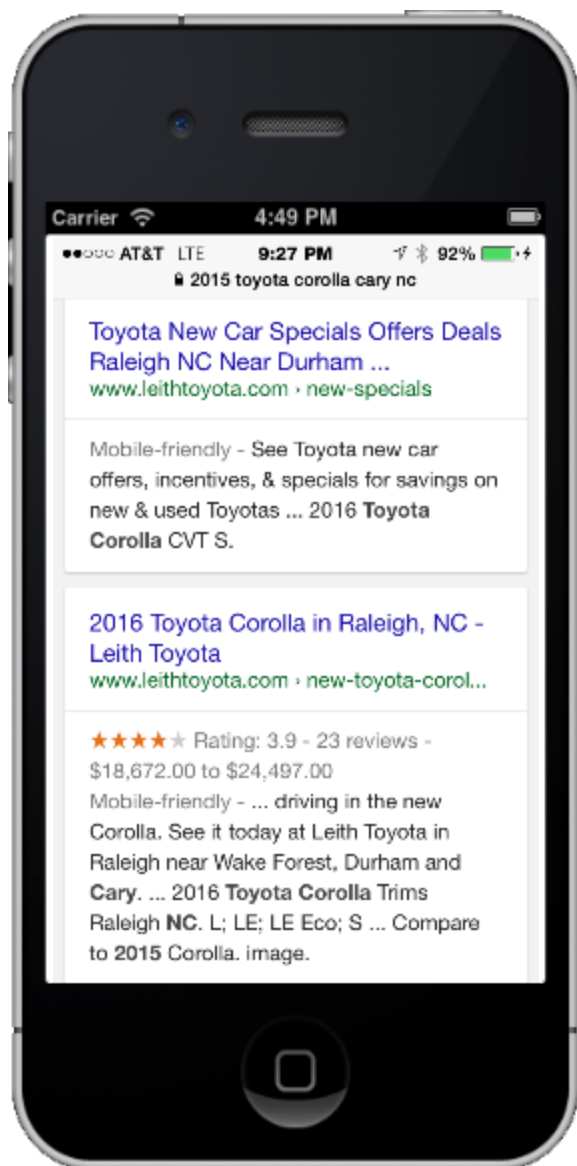
Results - Filter by use case ▾

▼ AutoDealer (1) All good ✓

AutoDealer:	<i>http://www.leithtoyota.com/</i>
name:	Leith Toyota
url:	http://www.leithtoyota.com
telephone:	+1 919-879-2126
logo:	http://www.leithtoyota.com/assets/misc/4861/logo.png
sameAs:	https://www.twitter.com/leithtoyota
sameAs:	https://www.facebook.com/LeithToyota
sameAs:	https://plus.google.com/+LeithToyotaRaleigh
sameAs:	https://www.youtube.com/user/LeithToyotaNC
address [PostalAddress]:	
streetAddress:	8005 Capital Blvd
addressLocality:	Raleigh
addressRegion:	NC
postalCode:	27616-4482
addressCountry [Country]:	
name:	US
geo [GeoCoordinates]:	
latitude:	35.89066
longitude:	-78.56384
brand [Thing]:	
name:	Toyota
openingHoursSpecification [OpeningHoursSpecification]:	
dayOfWeek:	Monday

- <https://developers.google.com/structured-data/testing-tool/>

4. Structured Data (Rich Snippets)



13% Lift

for Rich-Media Result in
Position 2 Over Non-Rich
Media in Position 1

<http://bluenileresearch.com/position1/#sthash.mNbzSM9b.dpuf>

5. Mobile-Friendly Test

Mobile-Friendly Test G+1

http://blog.smartmotors.com/

ANALYZE

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set
- ✗ Content wider than screen

This page may appear not mobile-friendly because the robots.txt file may block Googlebot from loading some of the page's resources. [Learn how to unblock](#)

How Googlebot sees this page

This page uses 4 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

▶ [Show resources](#)



Make this page mobile-friendly

This page appears to use WordPress. To learn how to make this page mobile-friendly, use our technical guide for WordPress, or share the guide with your web developer.

Next

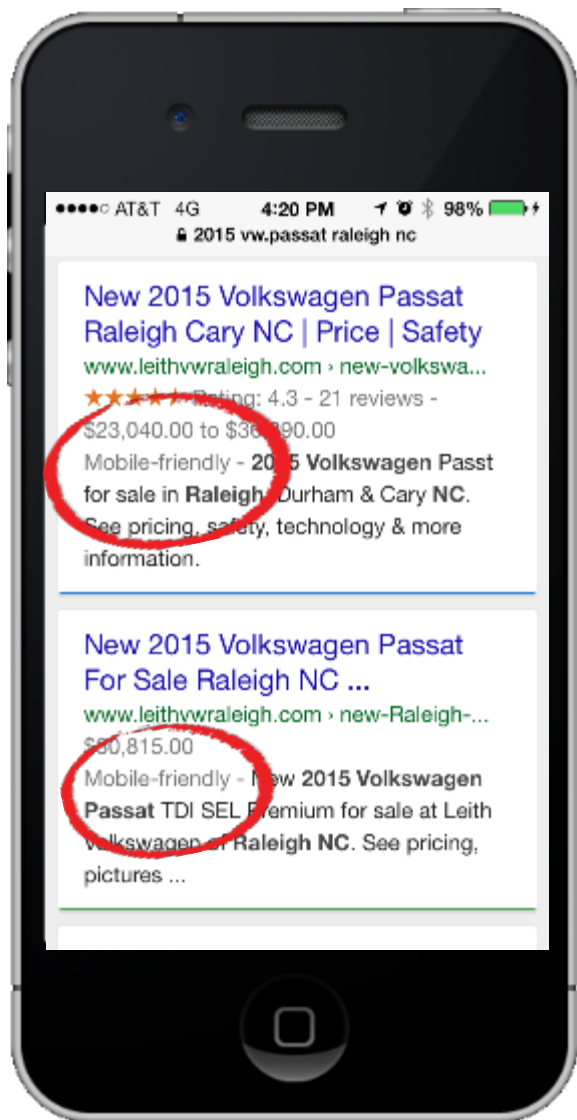
▶ I do not use WordPress.

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

[Give feedback](#)

6. Google AMP Project



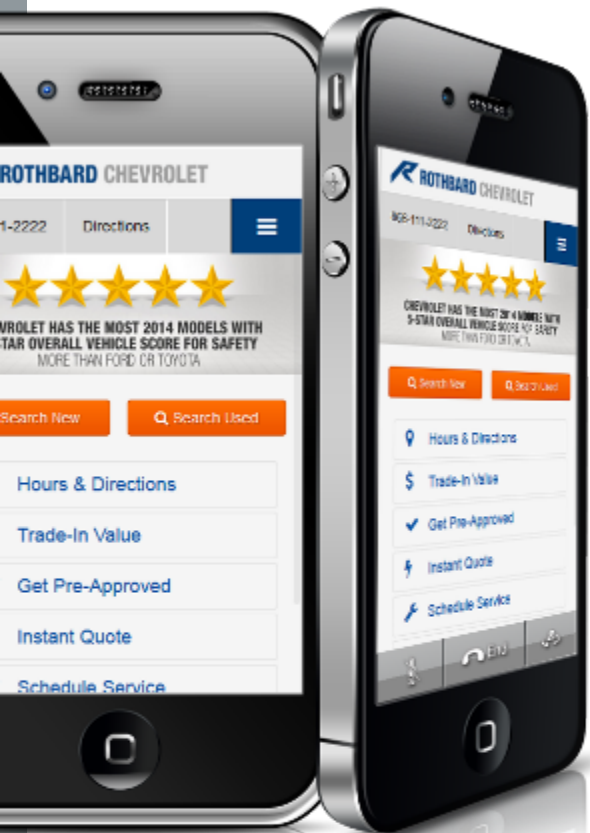
- Accelerated Mobile Pages
- Subset of HTML with reduced number of JavaScript component
- Google Will Bias Results towards AMP pages
- May Denote them as “FAST” in SERP – similar to “mobile-friendly” designation at left
- Early Adopters include Twitter, WordPress.com, Pinterest and LinkedIn
- Google to start incorporating into SERP’s in February 2016
- Google reports a page load speed benefit as measured by Google Speed Index between 15% - 85%

Mobile Conversion

FAST, SIMPLE,

EASY

Mobile Users Expect FAST



40%

Abandon a site if
takes more than 3
seconds to load

Google Page Speed Insights

Products > PageSpeed Insights

PageSpeed Insights G+

ANALYZE

Mobile
 Desktop

45 / 100

Speed

! Should Fix:

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
 - [Show how to fix](#)
- Optimize images
 - [Show how to fix](#)
- Leverage browser caching
 - [Show how to fix](#)

! Consider Fixing:

- Prioritize visible content
 - [Show how to fix](#)
- Reduce server response time
 - [Show how to fix](#)
- Minify JavaScript
 - [Show how to fix](#)
- Minify CSS
 - [Show how to fix](#)
- Minify HTML
 - [Show how to fix](#)

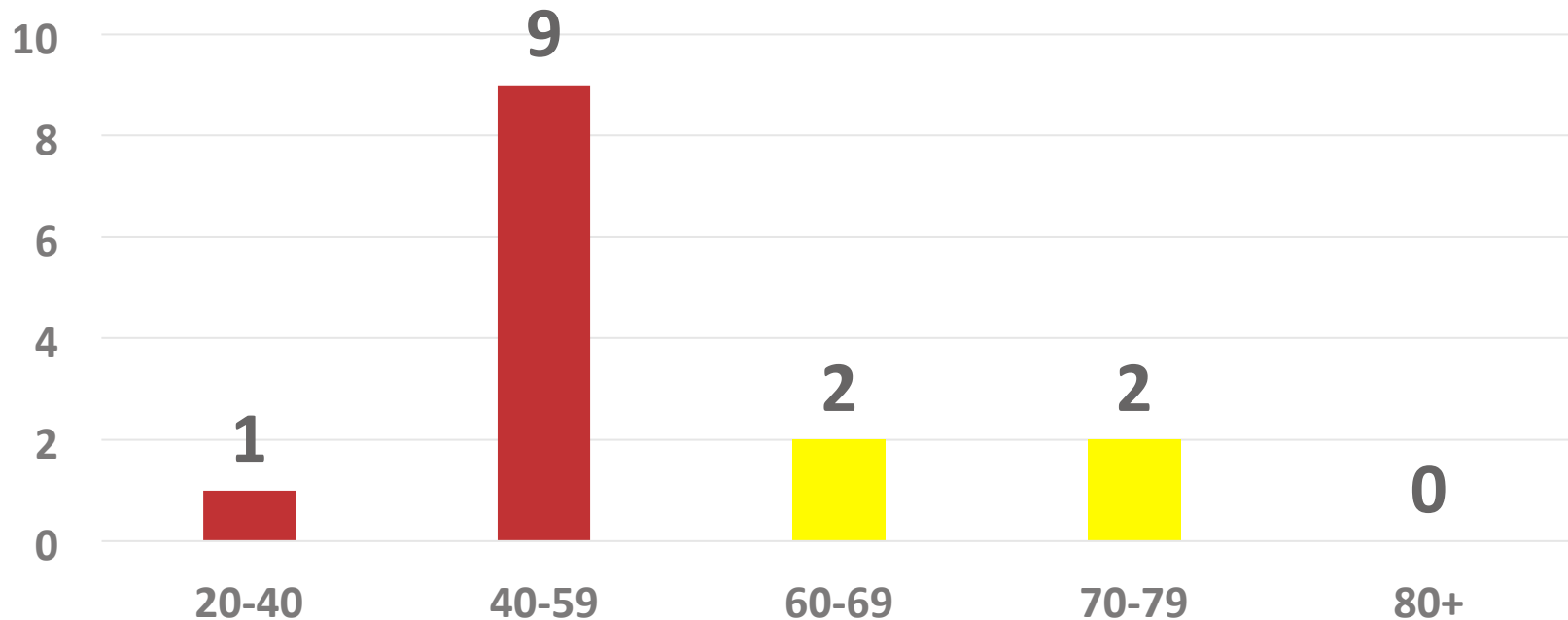
Beware “Conversion Tools” on Mobile Sites



Some 3rd party plugin tools can cost 40 points of “Speed Score” on a mobile site and drastically impact load times.

Current State of Automotive Site Speed

Google Mobile Page Speed Scores for DC Area
Honda Dealers



- 73% of Dealers are “RED” (below 65)
- 27% of Dealers are “YELLOW” (65-80)
- ESSENTIALLY NO DEALERS above 80 for Mobile

WebPageTest.org

Web Page Performance Test for

donadsenford.com

From: Dulles, VA - Chrome - Cable
1/19/2016, 11:21:43 PM

[Need help improving?](#)

A	A	A	A	B	✓
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

Summary Details Performance Review Content Breakdown Domains Screen Shot

Tester: VM3-IE9-3-192.168.101.213

[Raw page data](#) - [Raw object data](#)

[Export HTTP Archive \(.har\)](#)

[View Test Log](#)

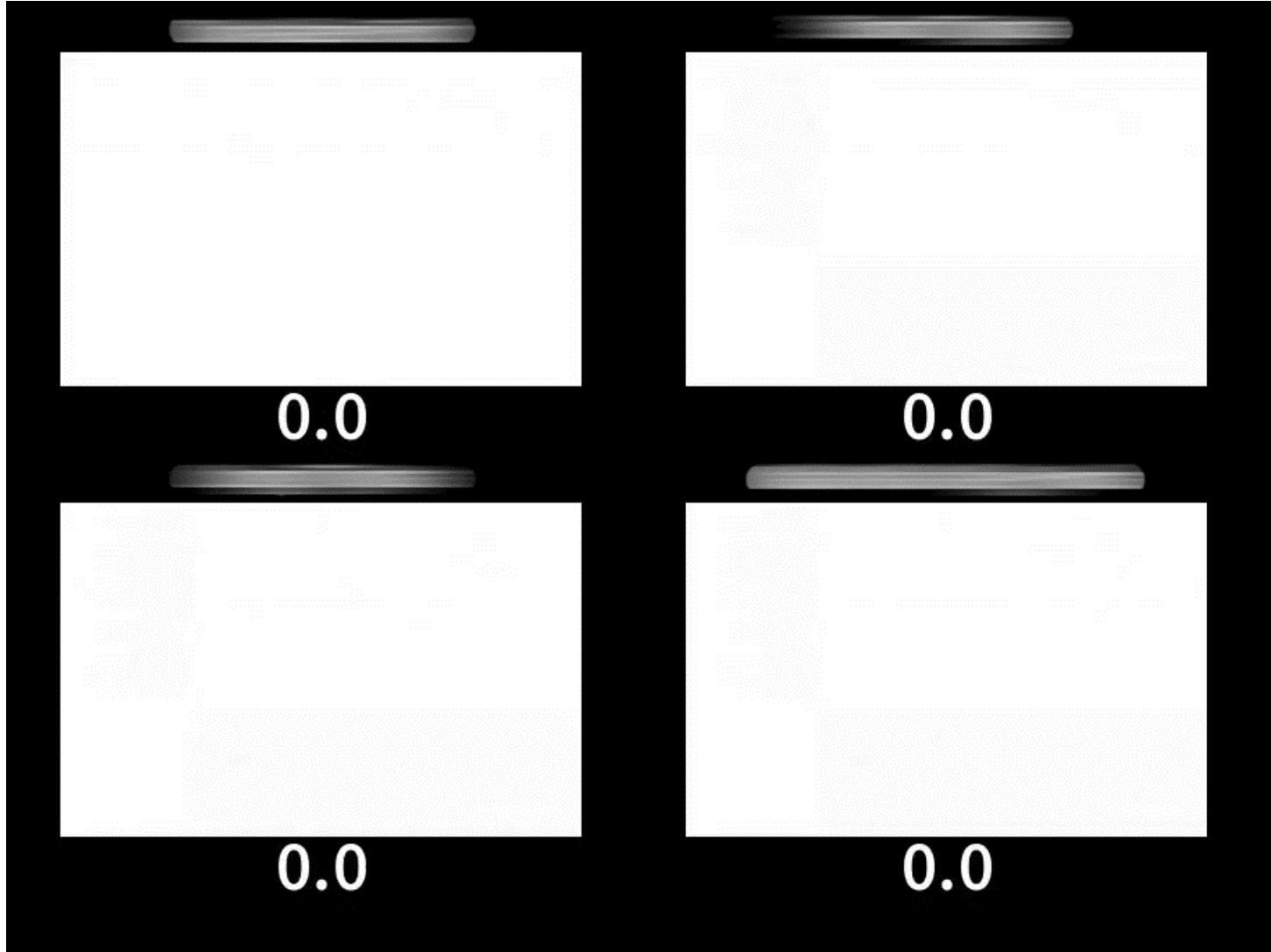
Re-run the test

	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Document Complete			Fully Loaded			
						Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View	3.730s	0.318s	0.891s	1549	638	3.730s	76	1,355 KB	4.117s	85	1,390 KB	\$\$\$--
Repeat View	1.971s	0.412s	0.702s	951	638	1.971s	11	31 KB	2.282s	12	31 KB	

	Waterfall	Screen Shot	Video
First View			Filmstrip View

<https://sites.google.com/a/webpagetest.org/docs/using-webpagetest/metrics/speed-index>

Most Dealer Sites are Not “Visually Complete” in Under 3 Seconds



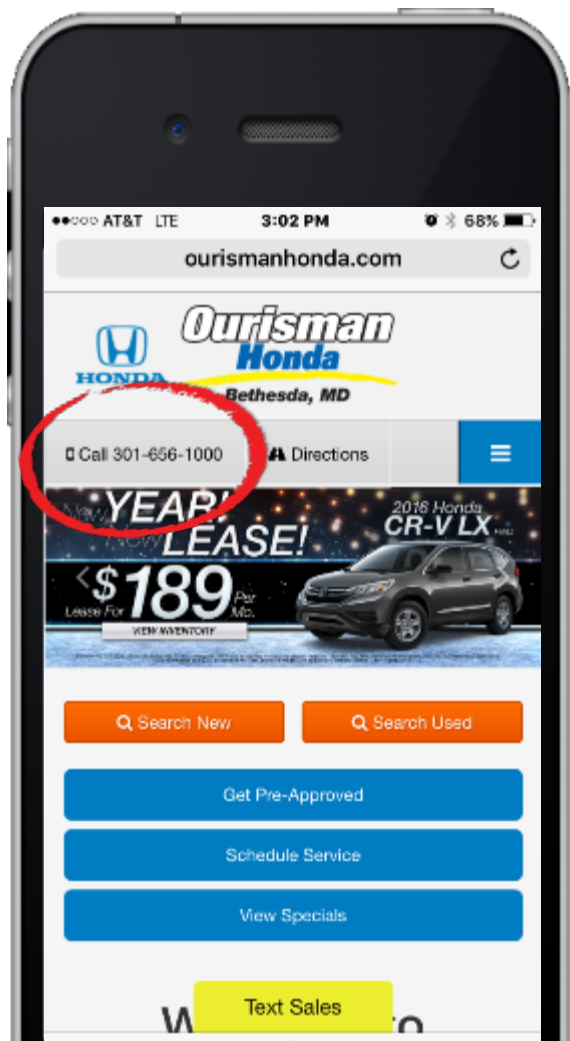
What does GOOGLE Expect?

“... we must deliver and render the above the fold (ATF) content in under one second, which allows the user to begin interacting with the page as soon as possible.”

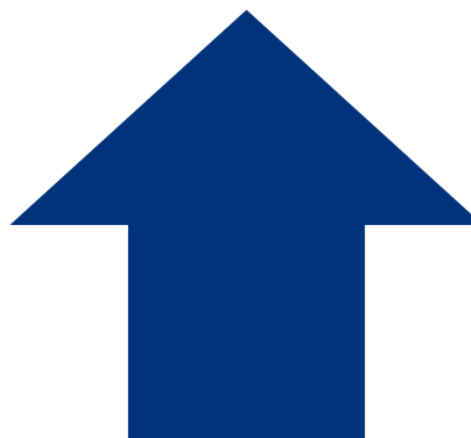
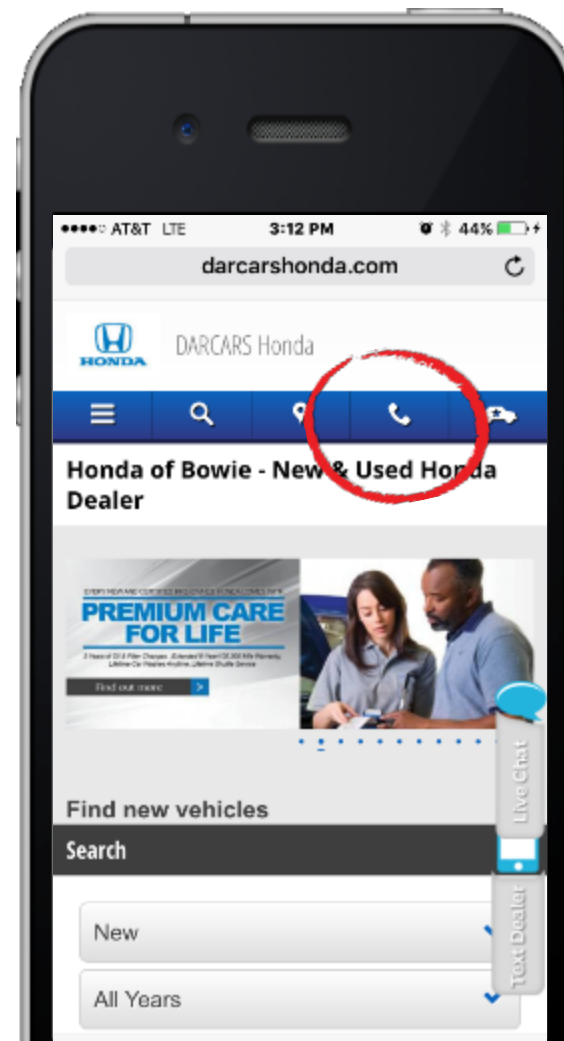
<<https://developers.google.com/speed/docs/insights/mobile>>

Phone Calls – Top Task for Mobile

Right



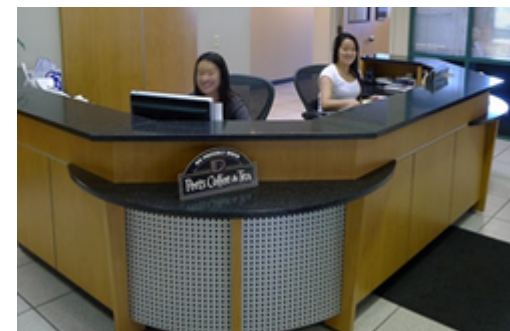
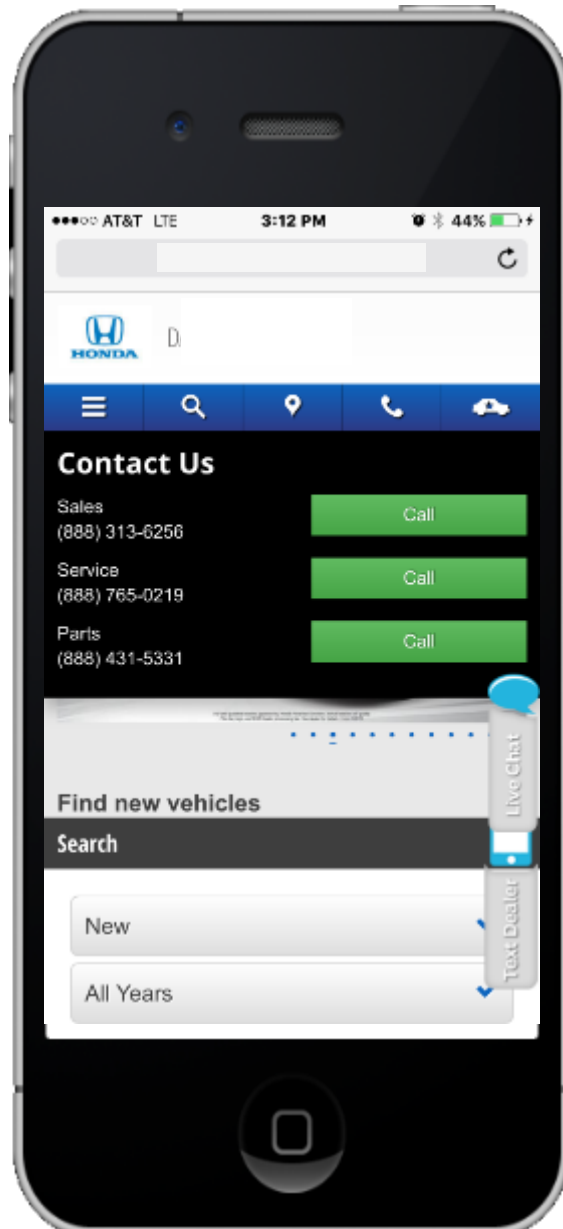
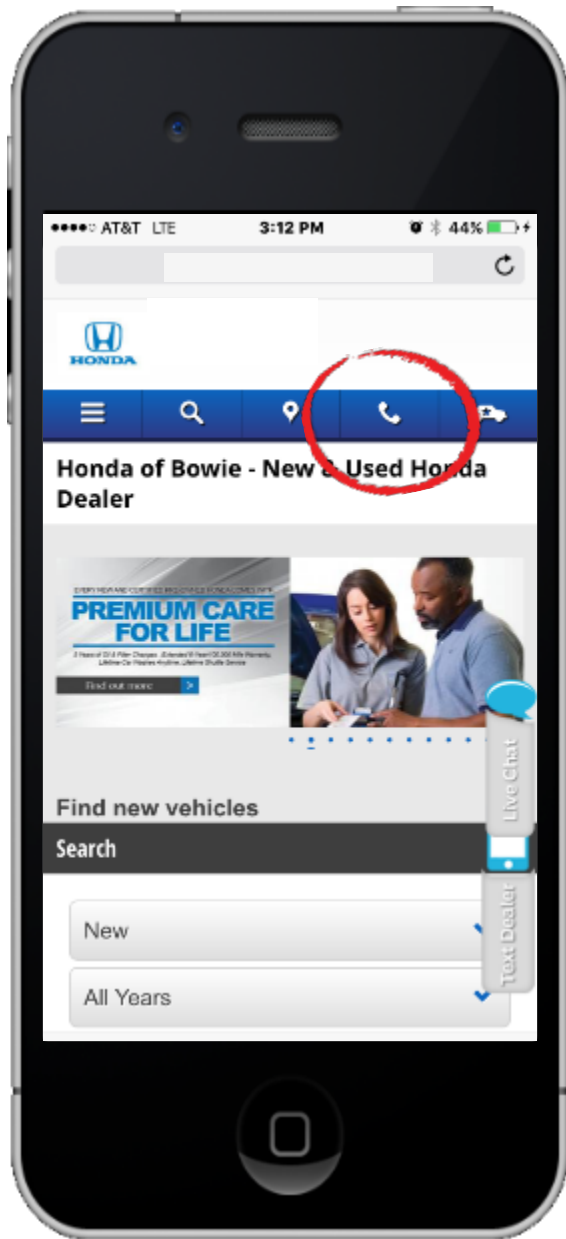
Wrong



+30%

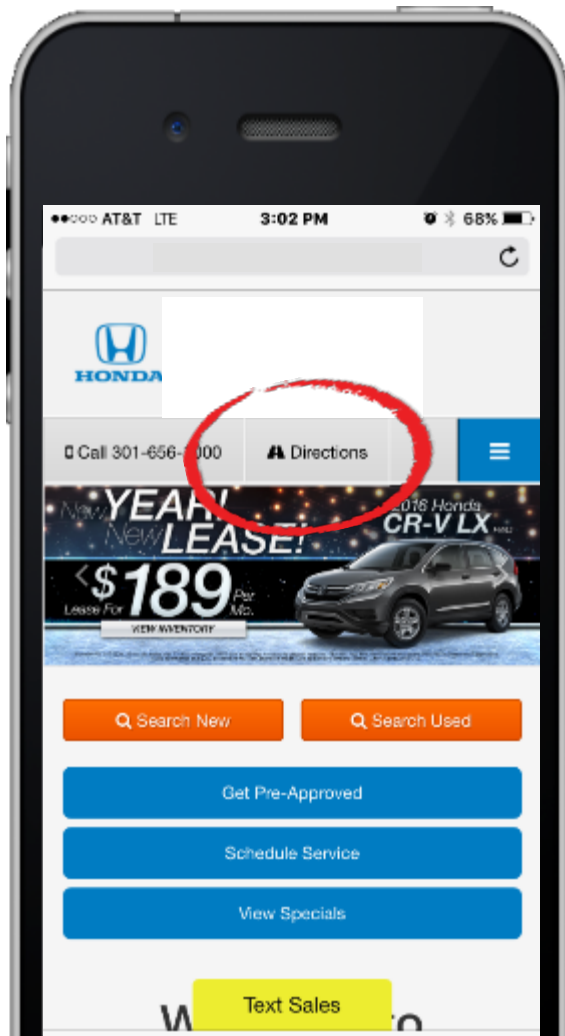
Calls

NOT Fast, Simple, Easy

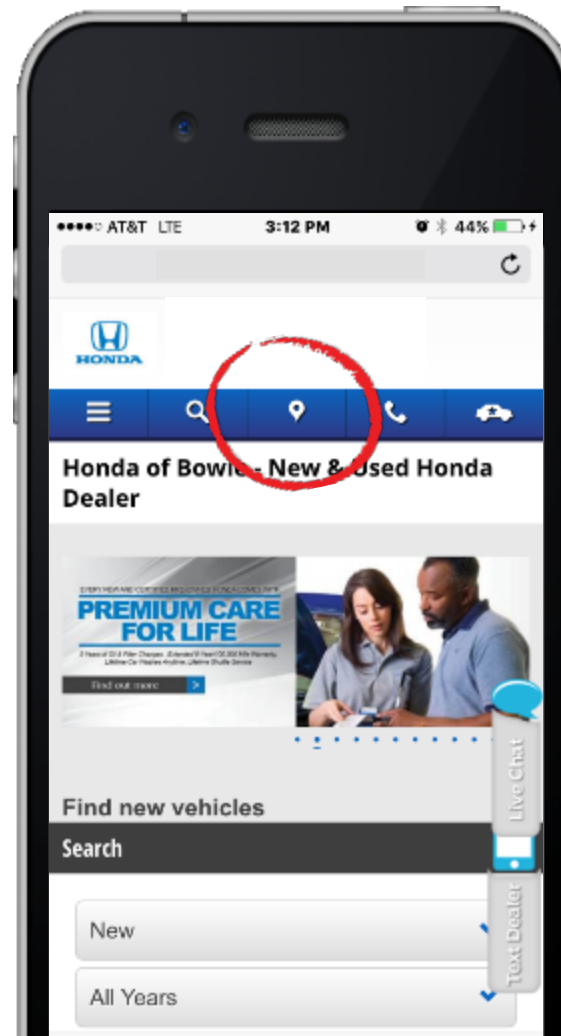


Directions – 2nd Task for Mobile

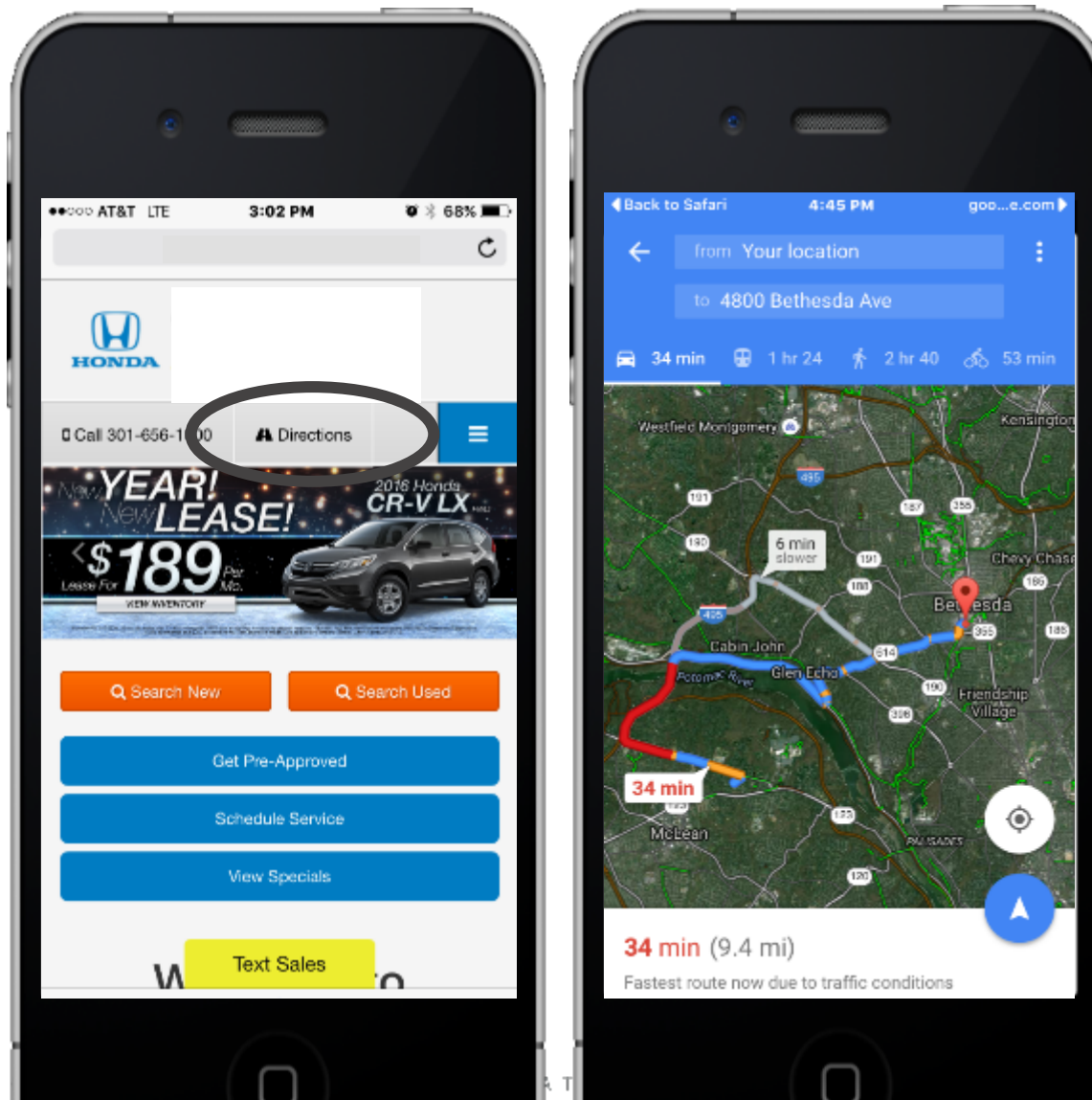
Right



Wrong



Directions – 2nd Task for Mobile Right

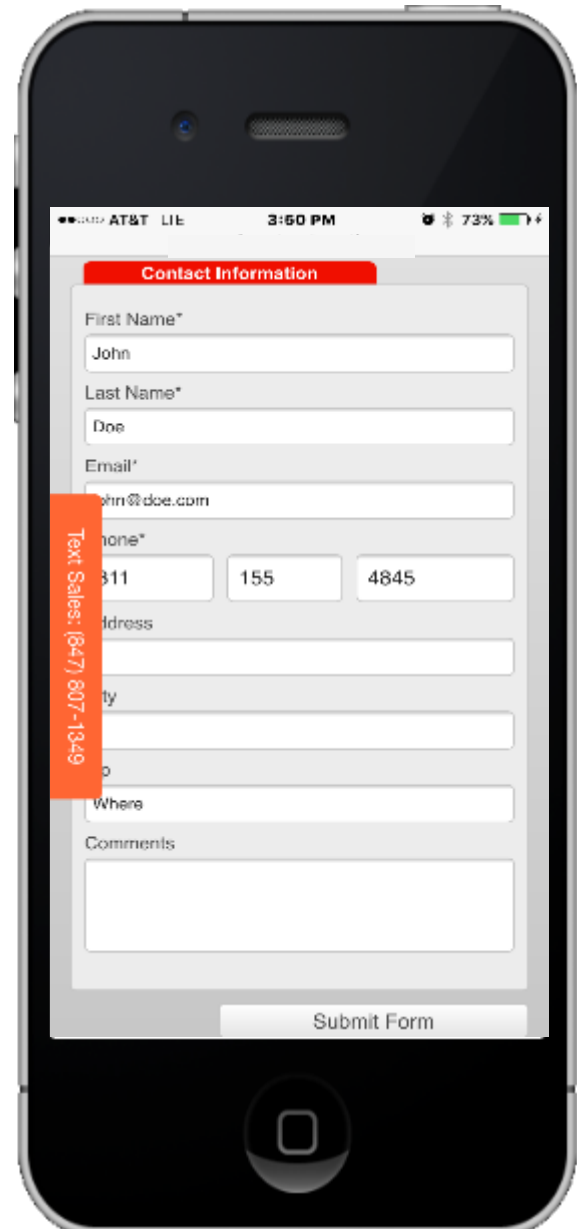
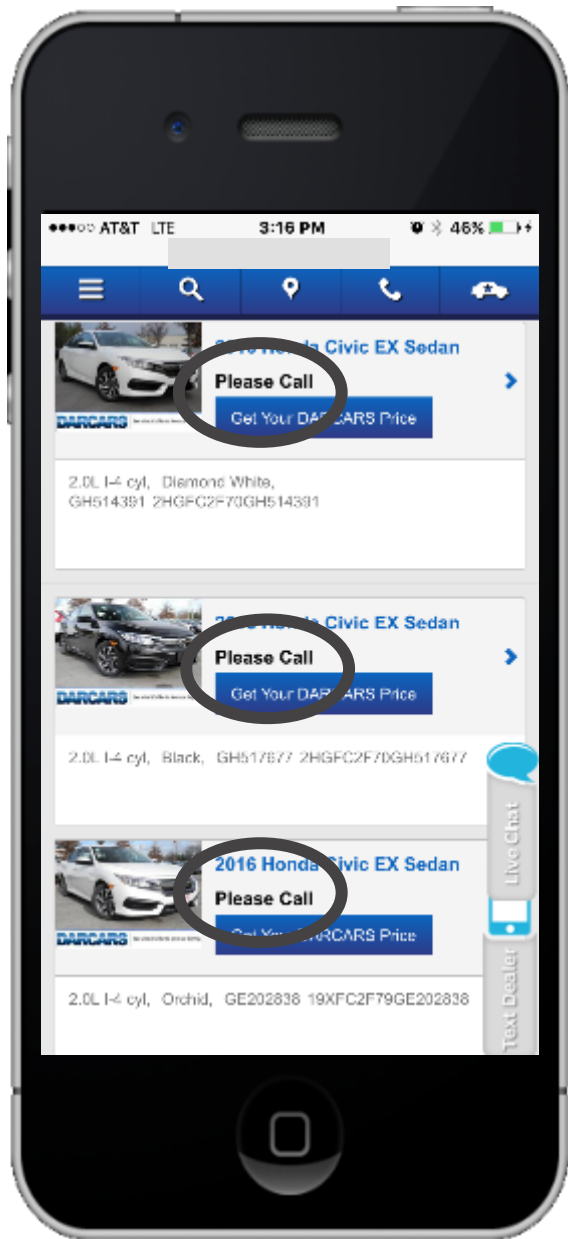


NOT Fast, Simple, Easy

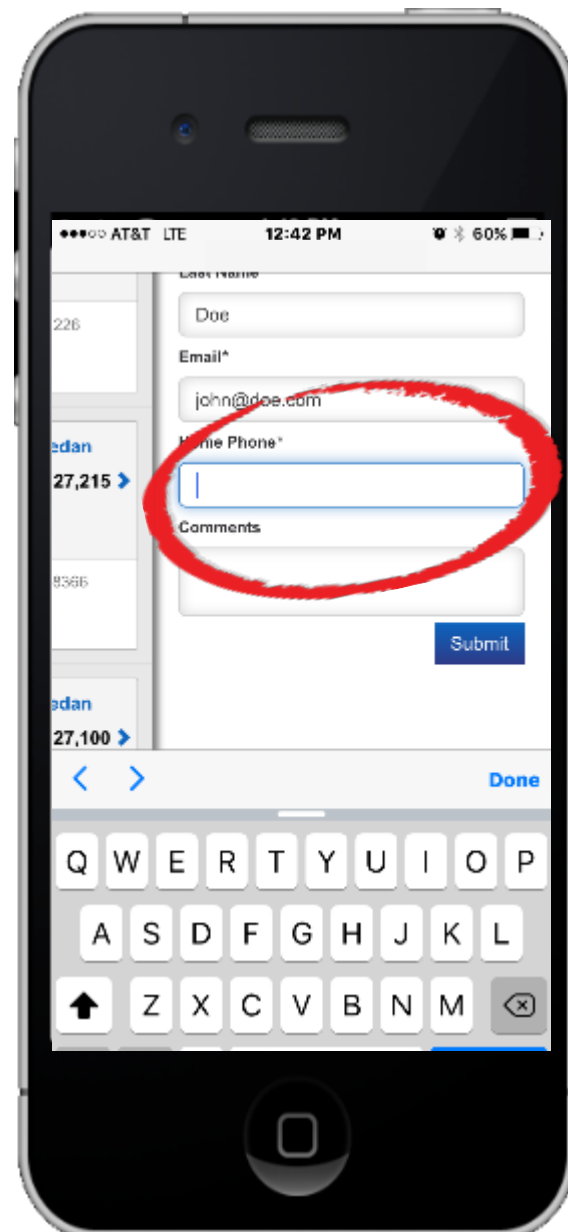
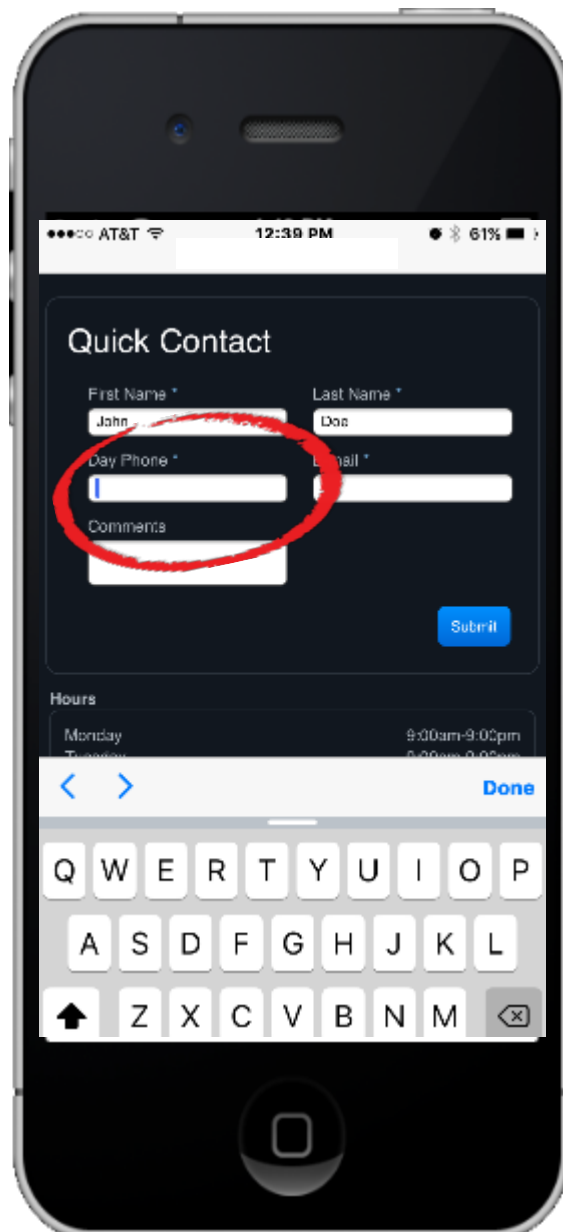
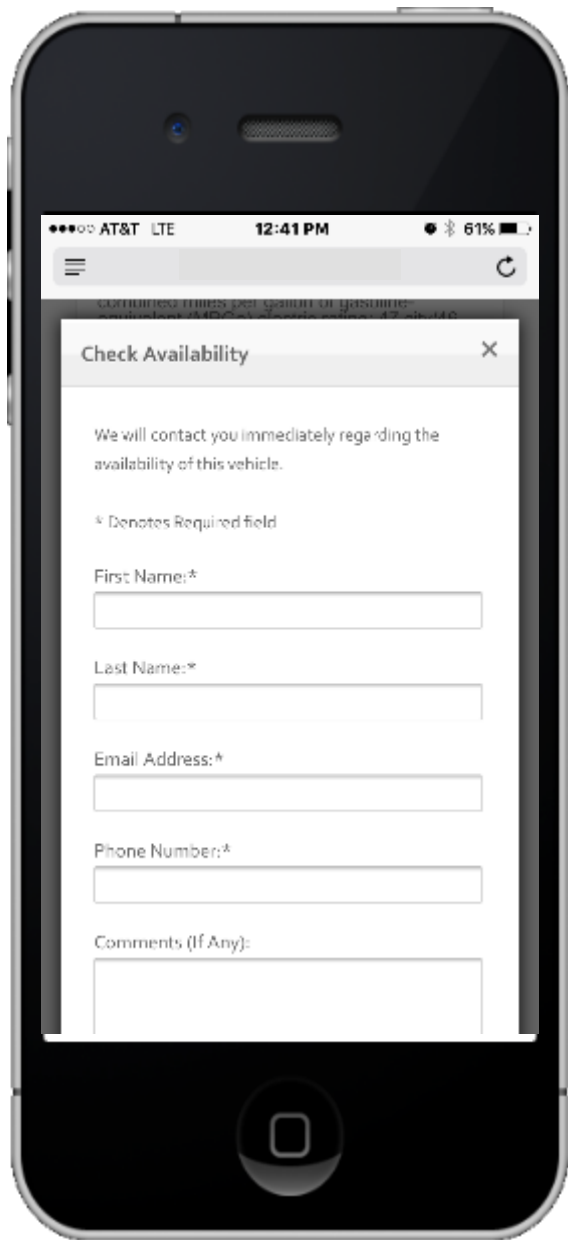
Wrong



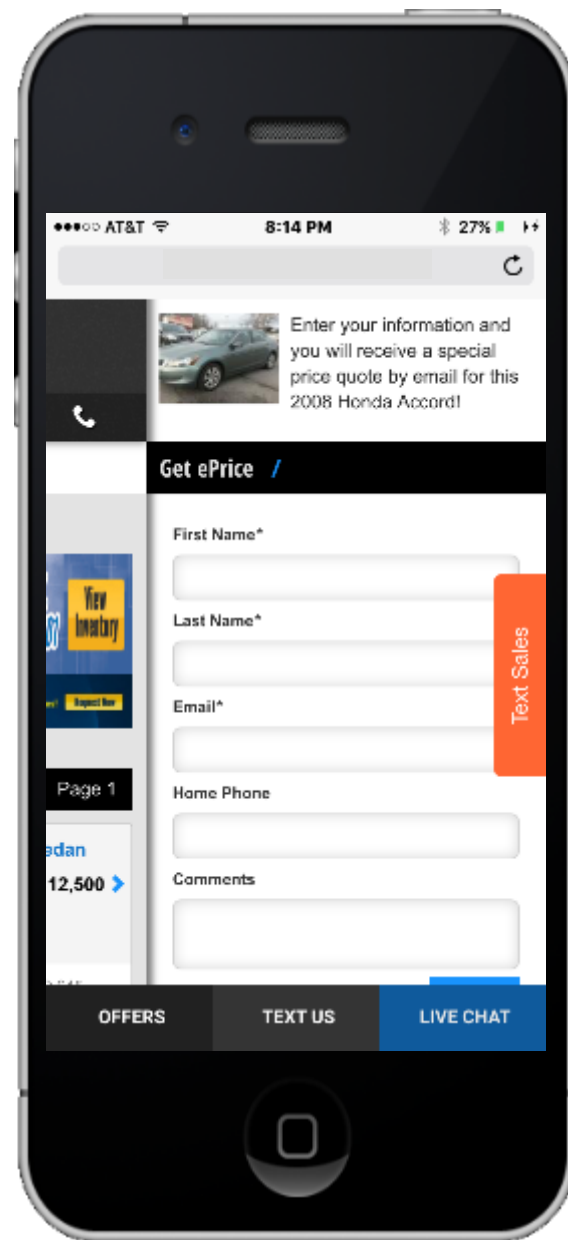
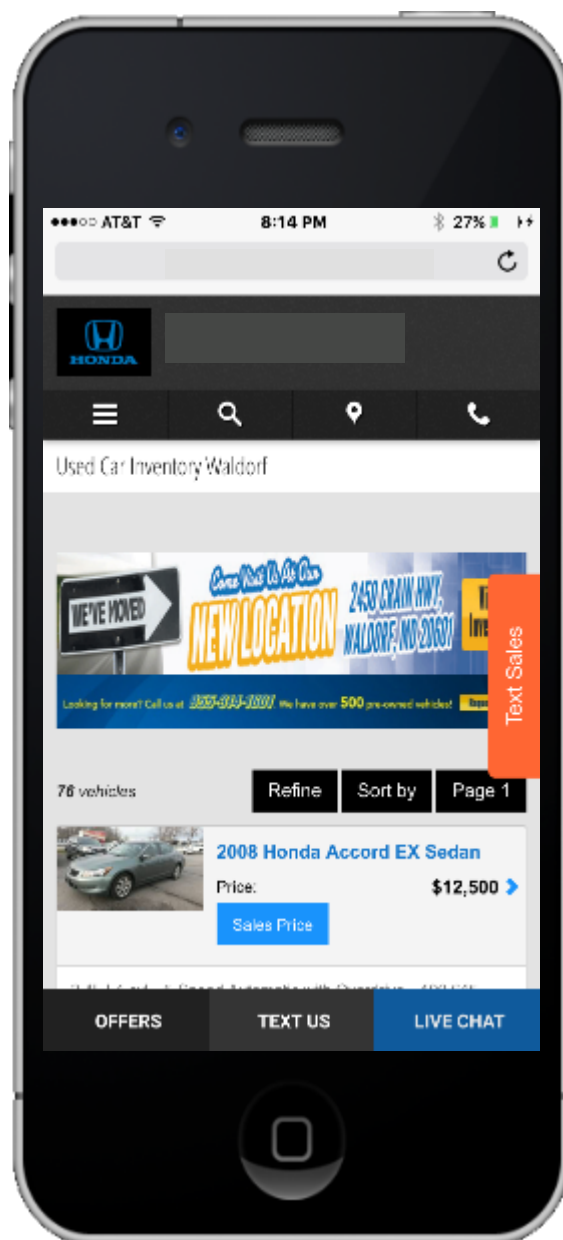
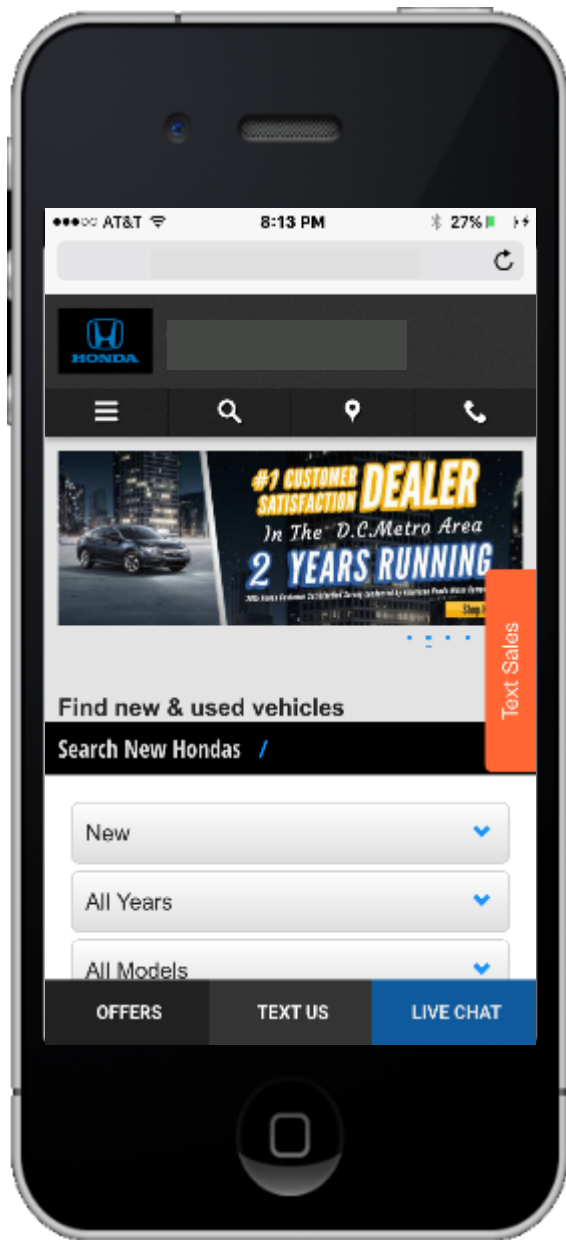
NOT Fast, Simple, Easy



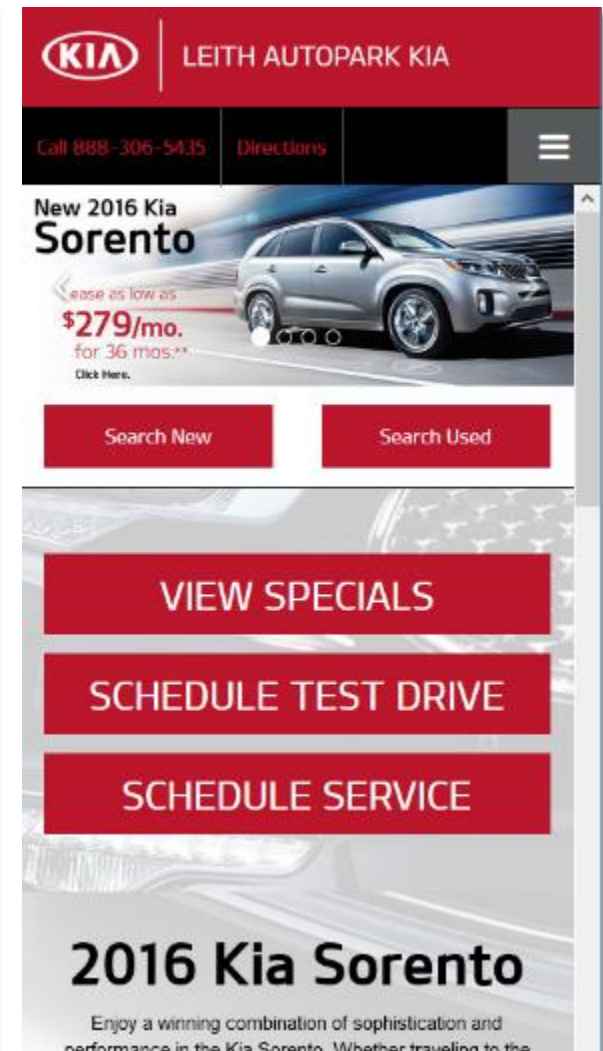
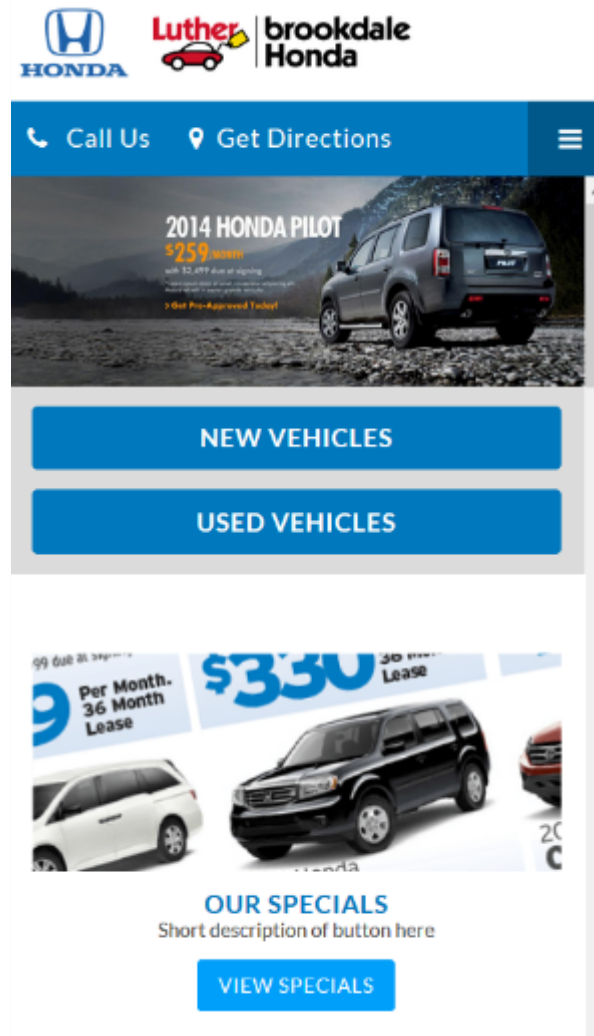
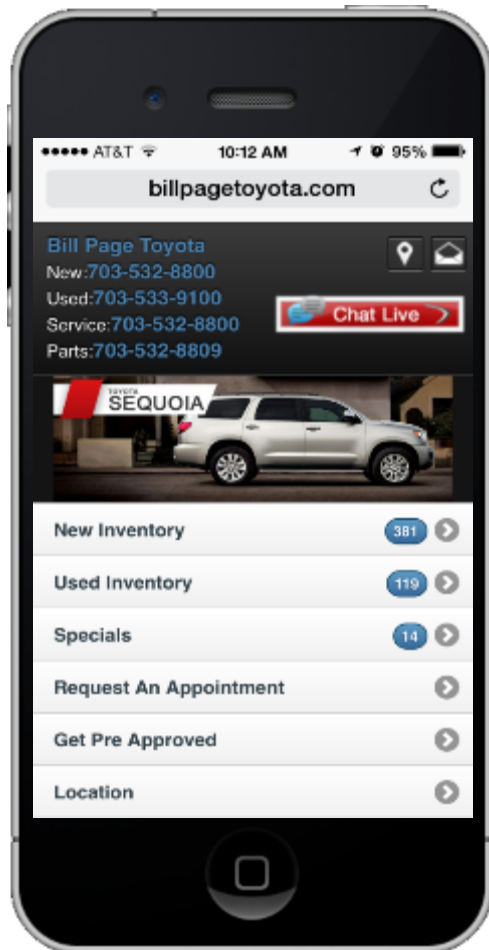
NOT Fast, Simple, Easy



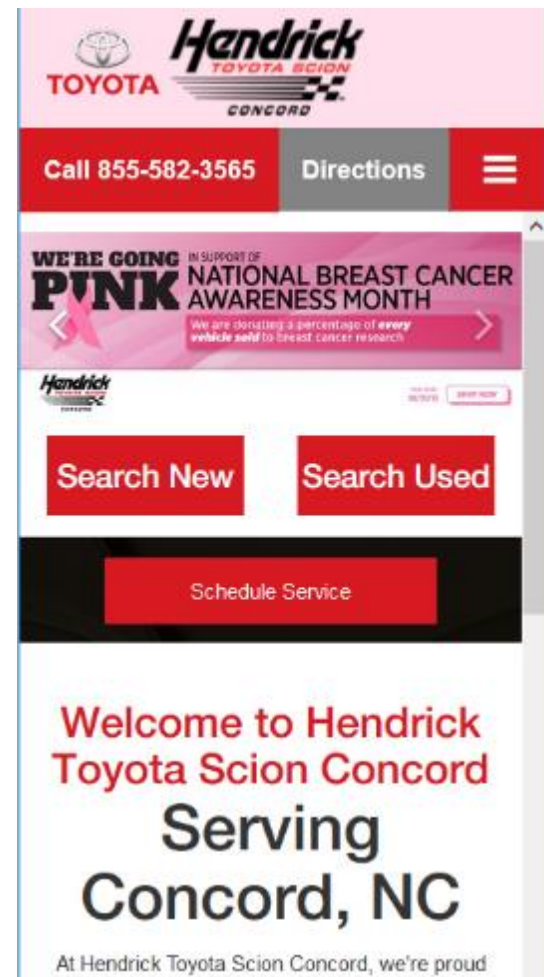
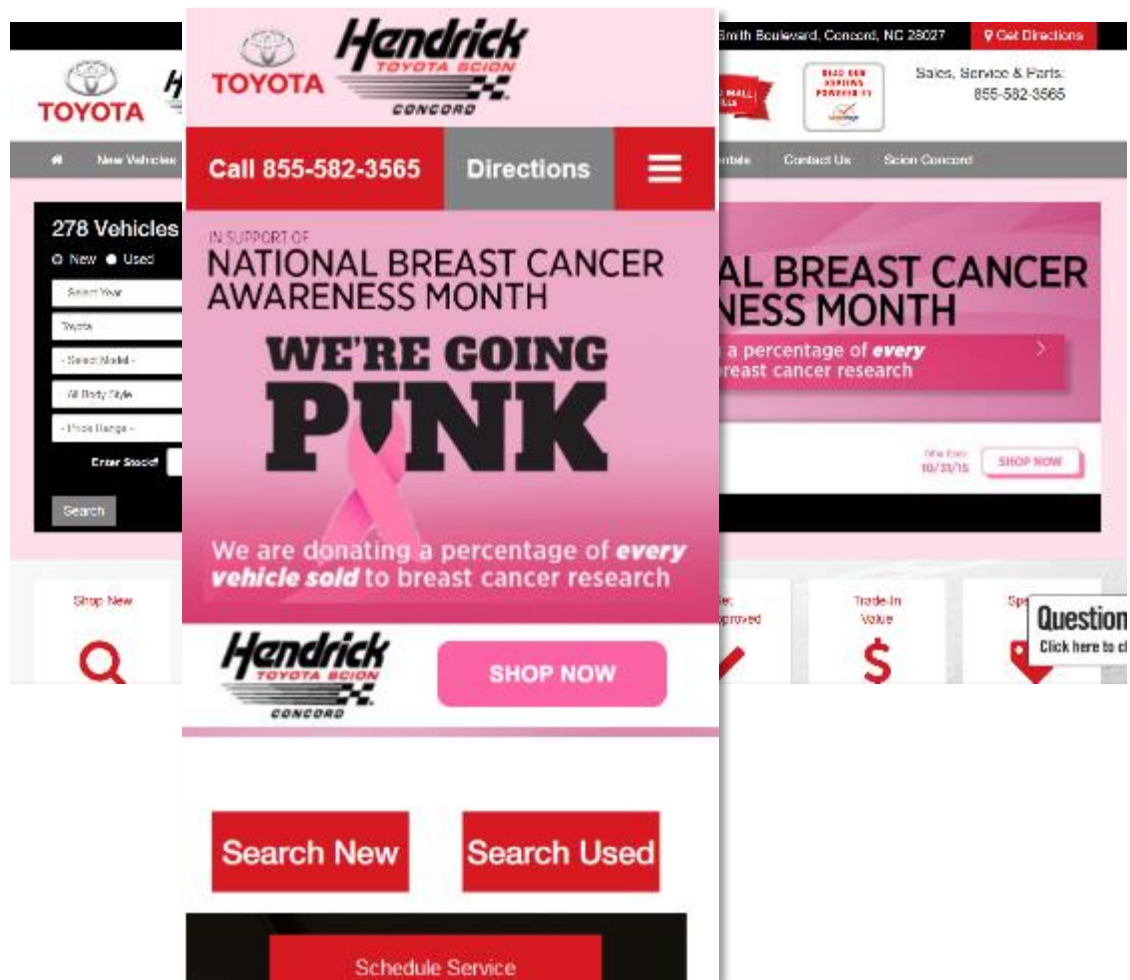
Information Overload



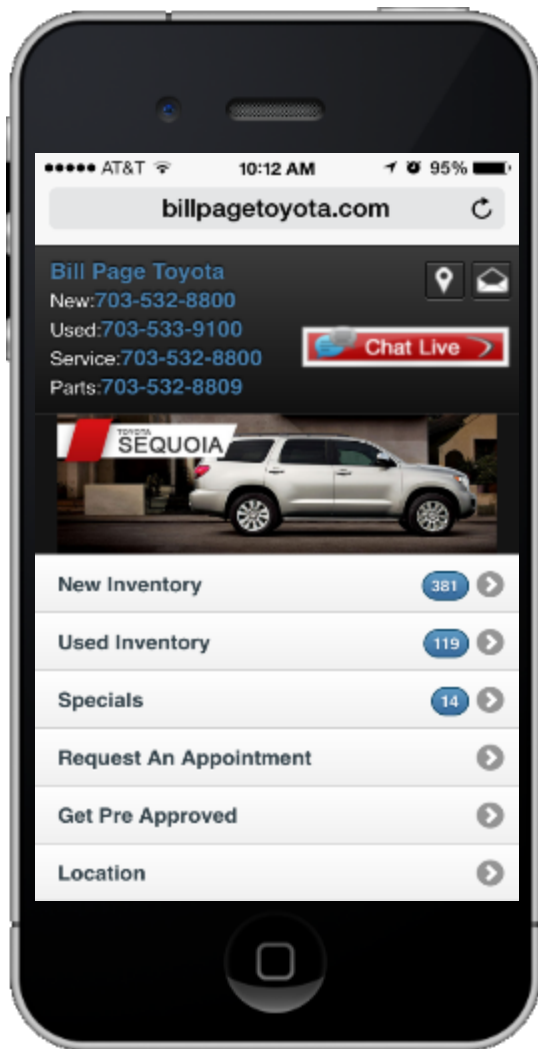
Design for Conversion



Mobile Sites Should be EASY

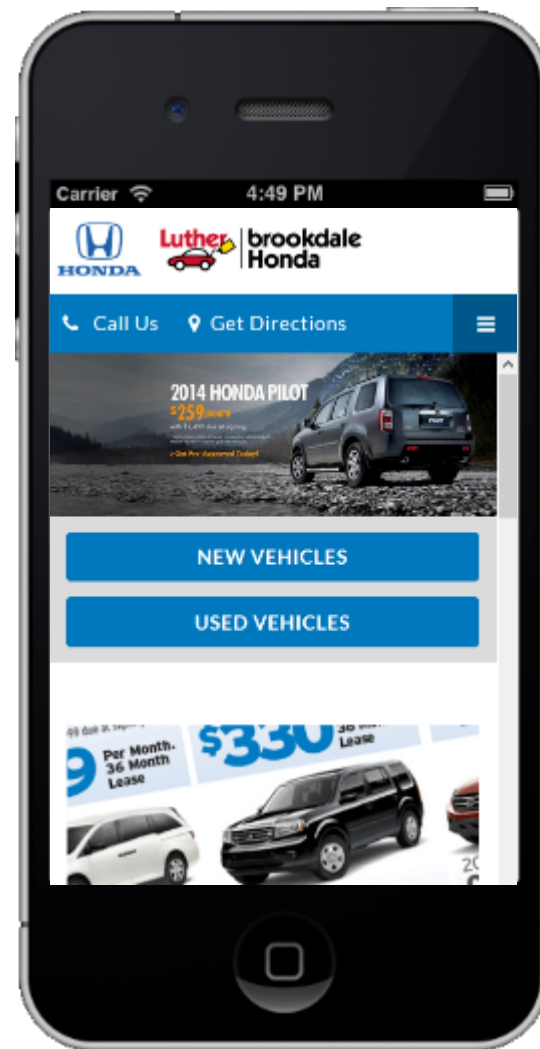


Case Study Responsive vs. Multi-URL: Organic Traffic

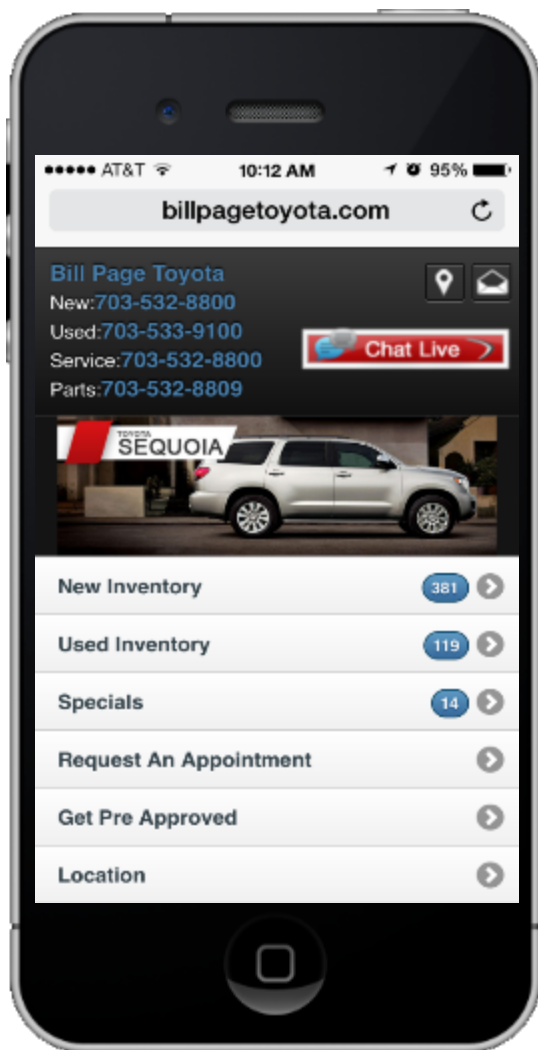


+103
%

Organic Search

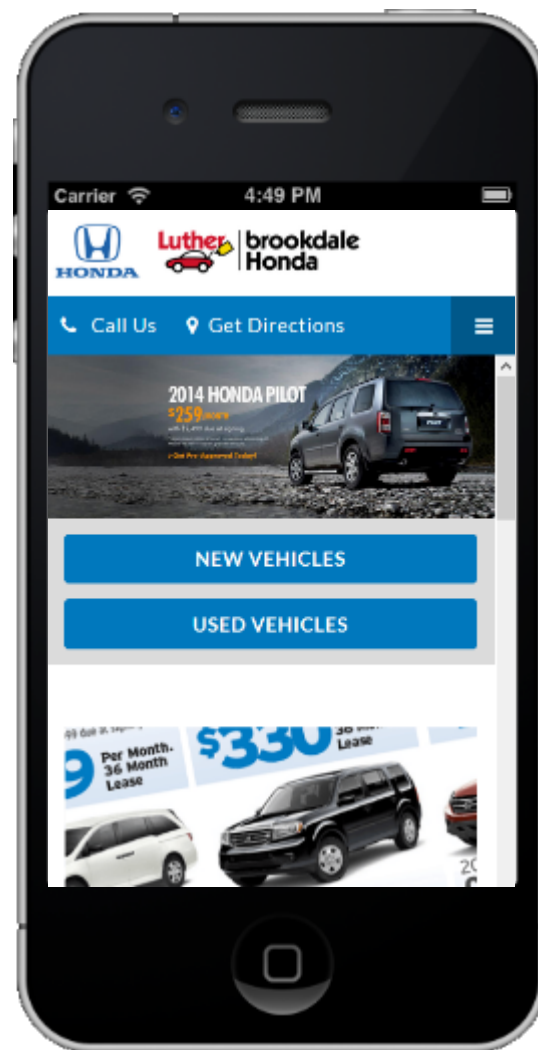


Case Study Responsive vs. Multi-URL: Bounce Rate



-40%

Bounce Rate



Optimized Inventory Search & Vehicle Details Pages

Call 555-222-3333
Directions
☰

Available Inventory

(1 - 10 of 281 vehicles)

Refine Search >
« »

2014 Chevrolet Volt

★★★★☆ Rating: 4.45 (14) Reviews

MSRP:	\$34,995
Internet Price:	\$32,465
YOU SAVE:	\$2,530

4dr Car 1RC68 4 Cyl - 1.4L Automatic FWD
Int: Summit White / Ext: Pebble Beige/Dark Accents
35 City / 40 Hwy

☎ Click To Call
Request Sale Price

2014 Chevrolet Volt

Call 555-222-3333
Directions
☰

2014 Chevrolet Volt

★★★★☆ Rating: 4.45 (14) Reviews

Rothbard Chevrolet / New Vehicles / 2014 / Chevrolet Volt

⬇

Recent Price Drop

Reduced by \$400 from 5/21/14

1

Volt(s)
left in stock.

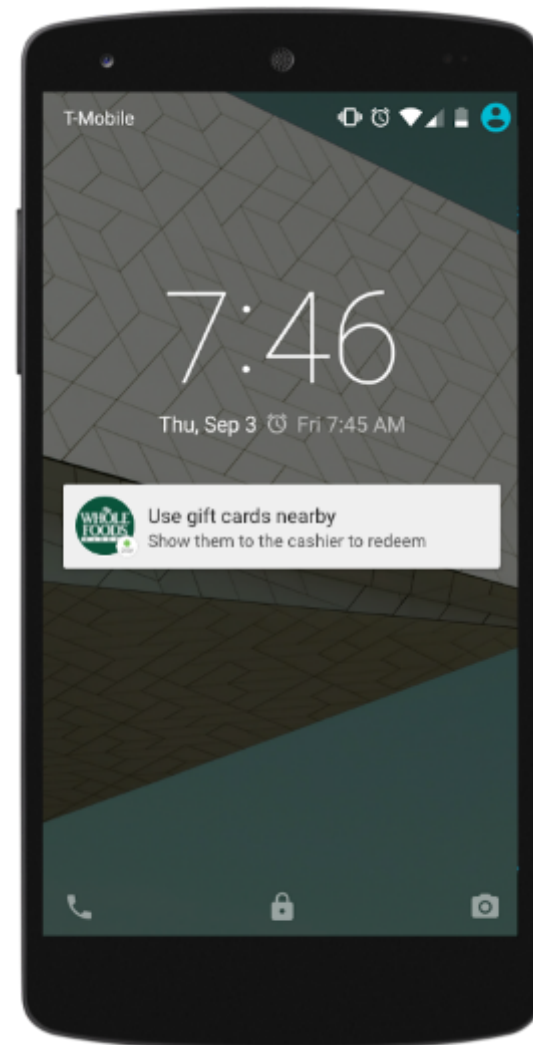
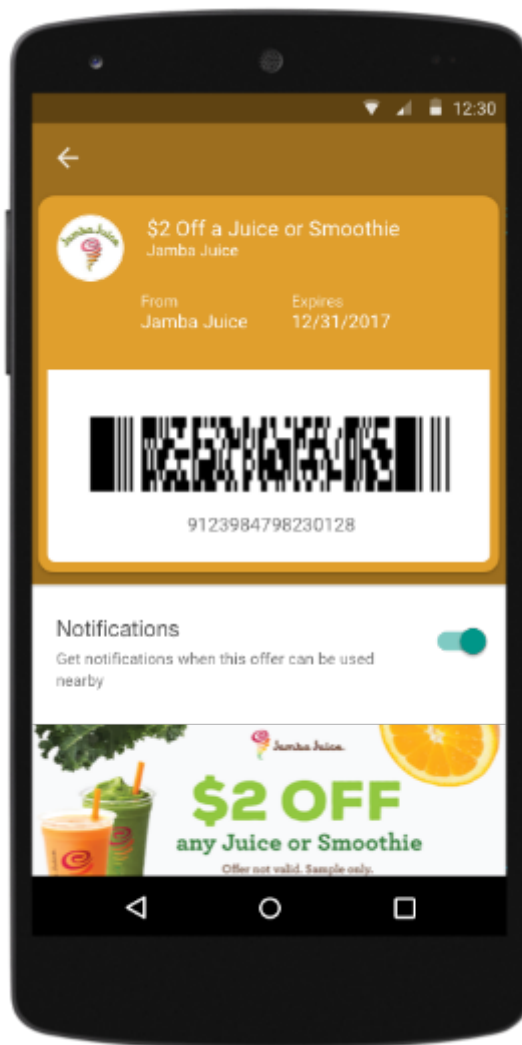
MSRP:	\$34,995
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☎ Click To Call
Request Sale Price

4dr Car 1RC68 4 Cyl - 1.4L Automatic FWD
Int: Summit White / Ext: Pebble Beige/Dark Accents
35 City / 40 Hwy

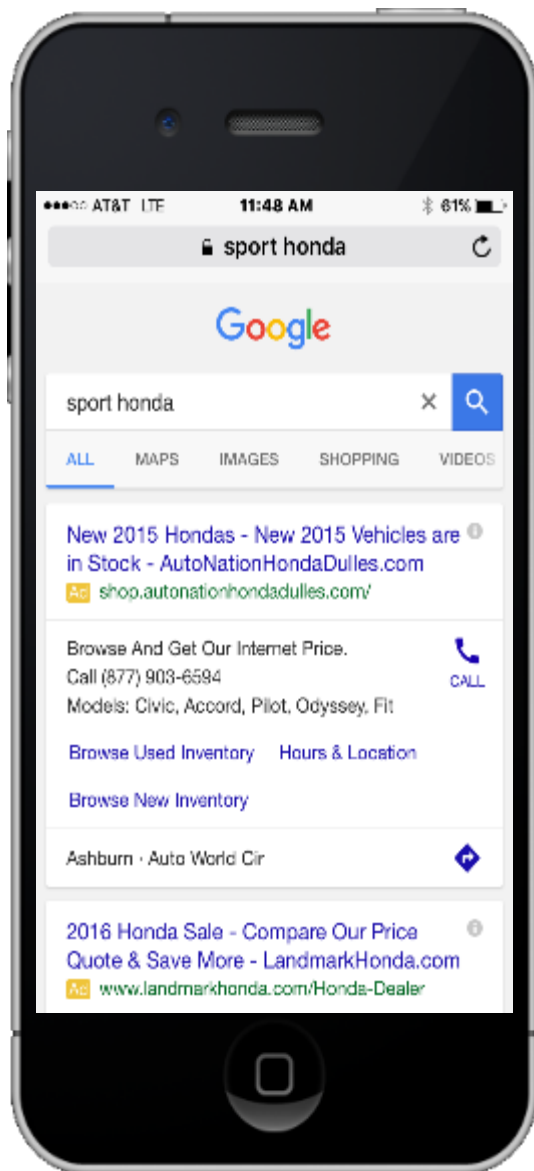
Features
Options
Specs
Warranty

Service Coupons & Loyalty Cards (EASY)



Mobile SEM Best Practices

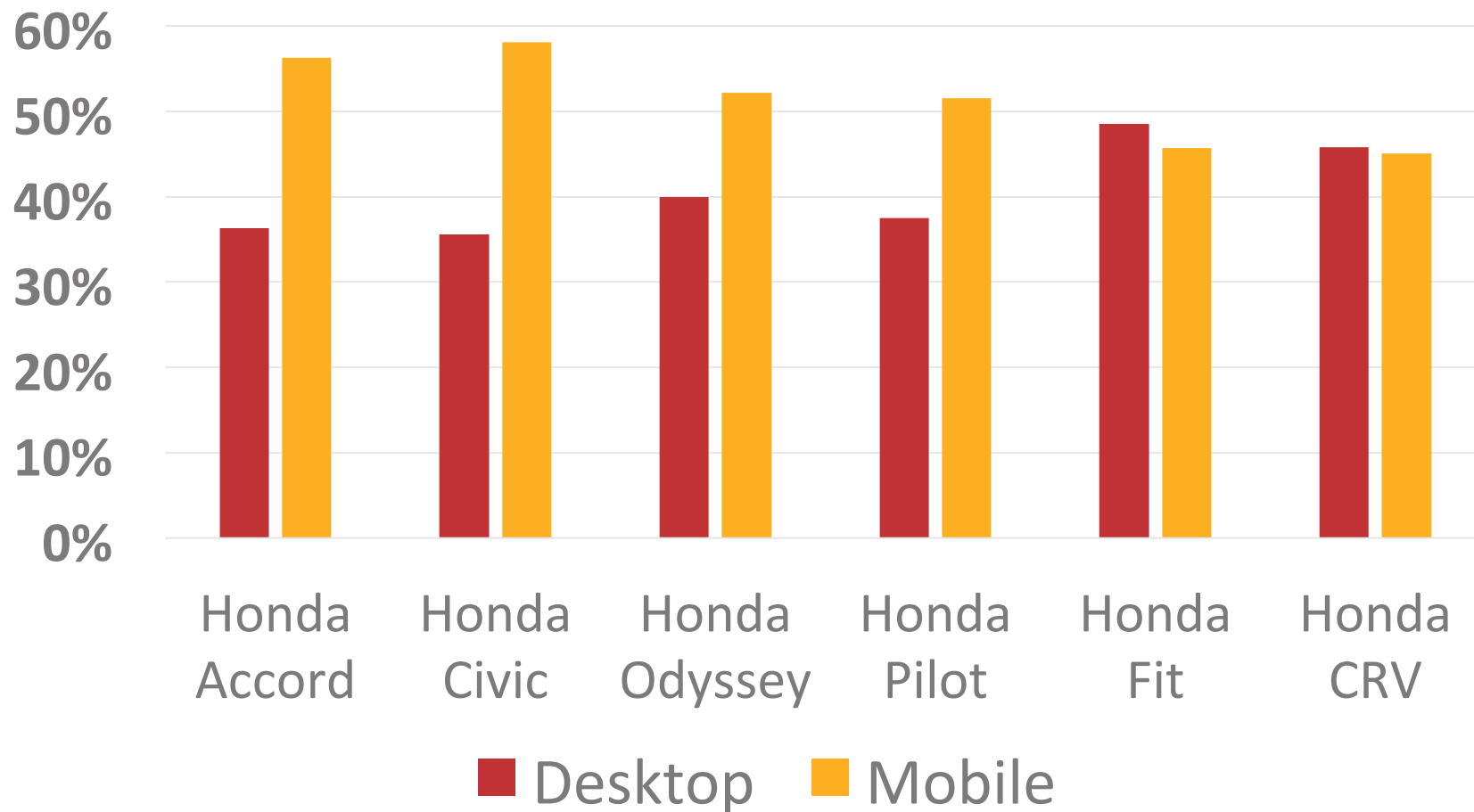
Mobile SERP's Heavily Favor Paid Search



- August 2015 – 3 Mobile Local Ads
- IProspect Reports 40% Decline in Organic CTR
- Dealers May Be After 3 Local Ads for Their Own Branded Term

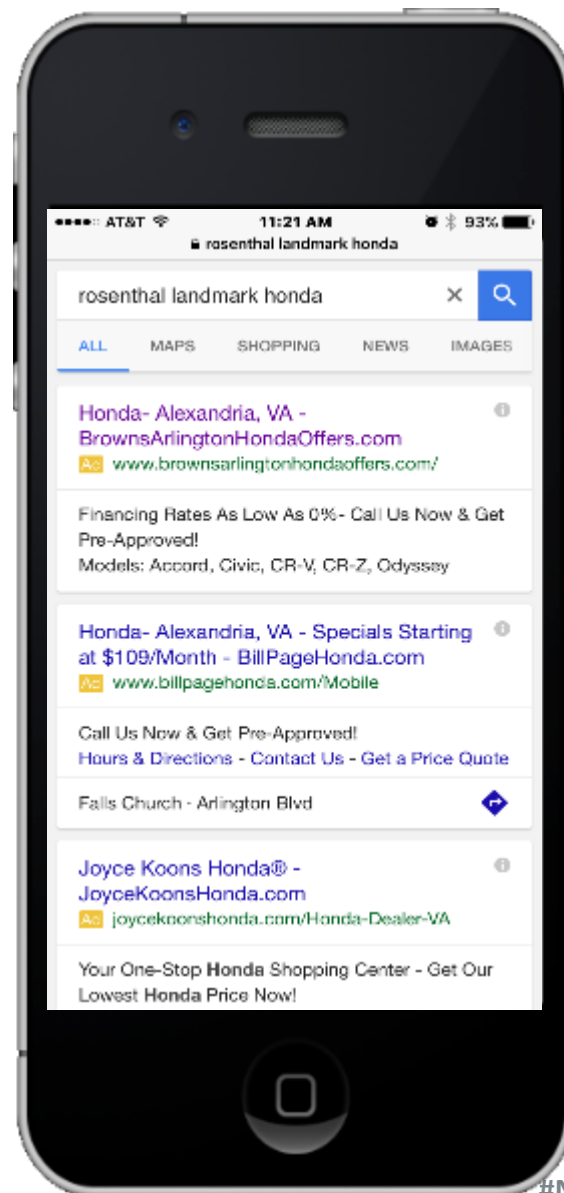
DC Area Honda Dealers Mobile Study

Washington DC Search Volume by Device December 2015



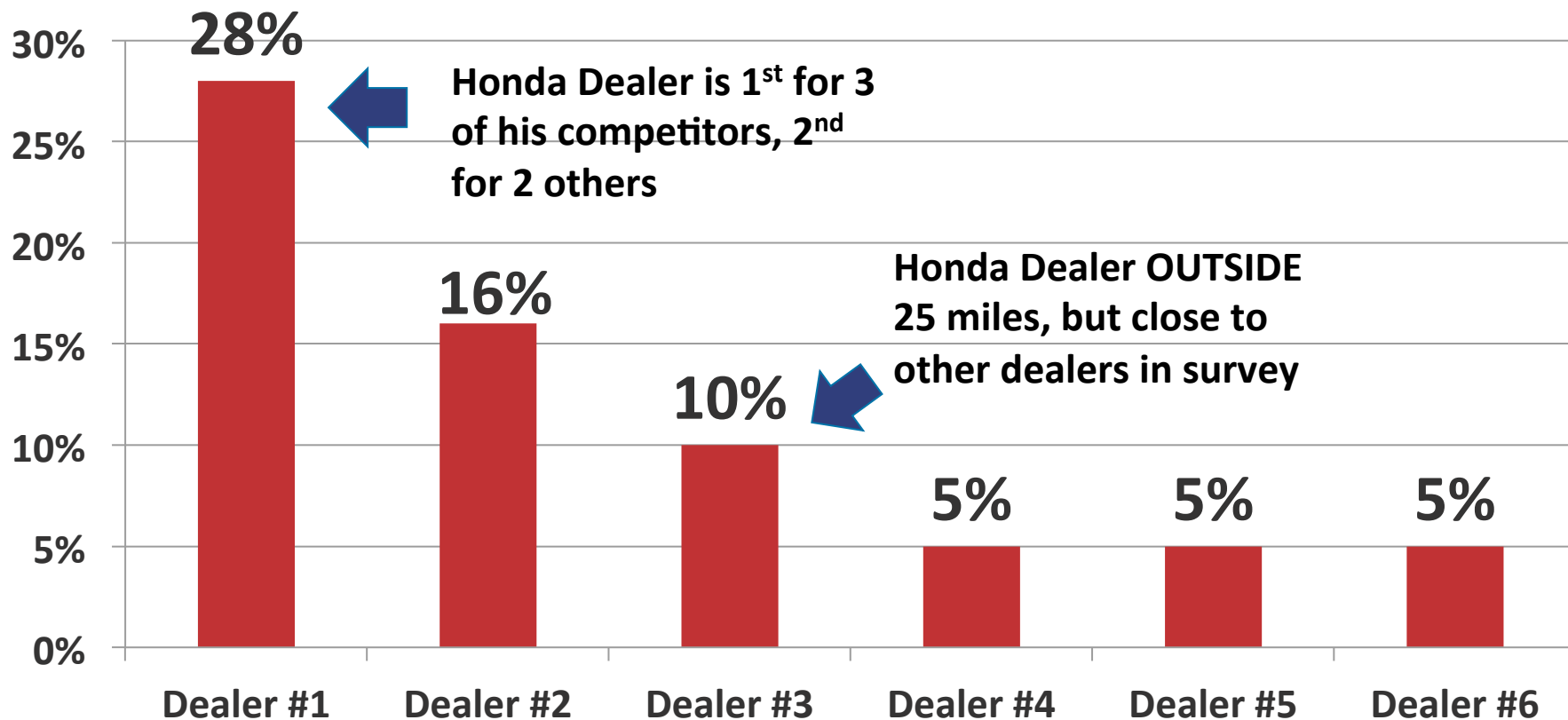
DC Area Honda Dealers Mobile Research Study

- 15 Dealers within 25 Miles
- Only 3 Dealers Bought Their Brand & Showed 1st
- 2 Dealers Bought Brand, but were 2nd
- For 3 Dealers, NO ONE was buying their name
- One dealer “out of market” (about 30 miles away) was first for 2 dealers near them



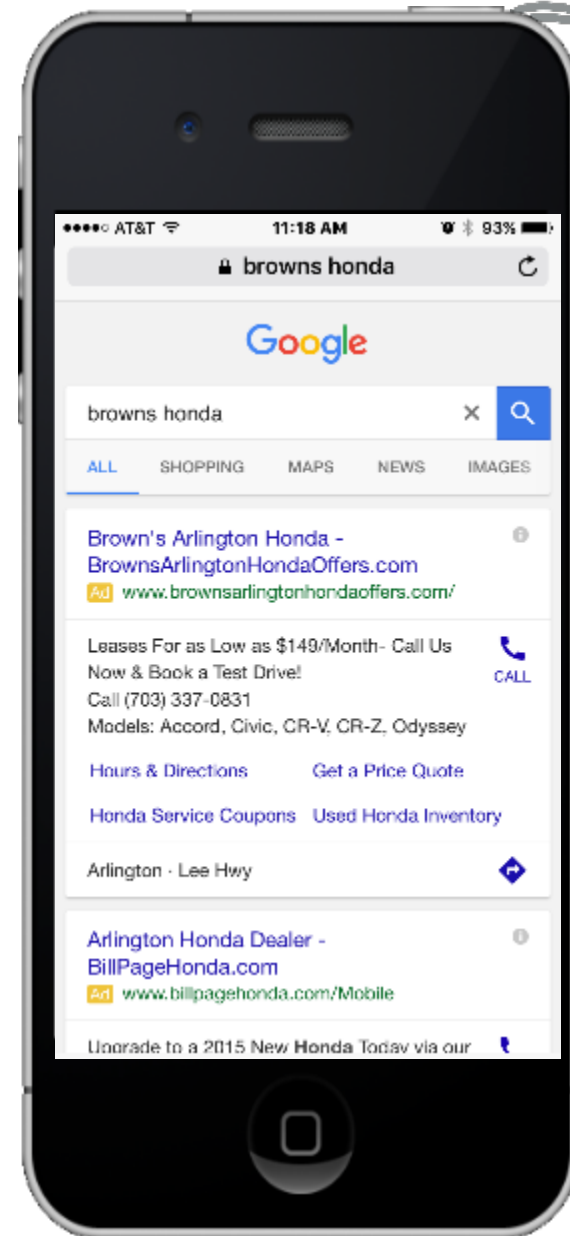
DC Area Honda Dealers Mobile Study

Estimate of Honda Dealers Share of Mobile Branded Search



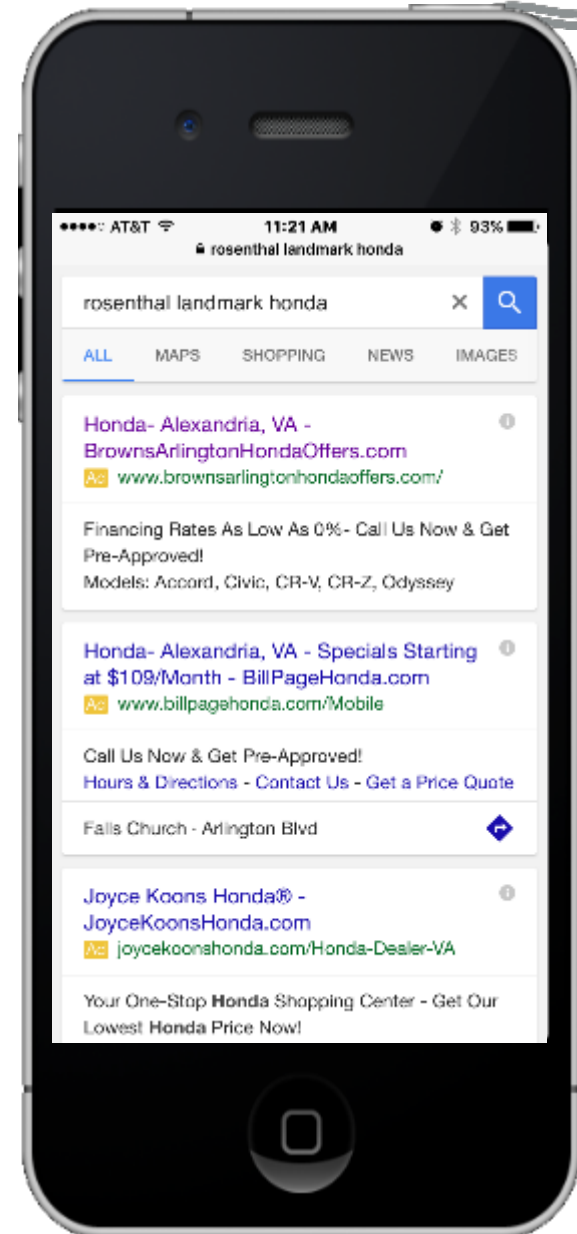
Adword Mobile MUST

- You **MUST** buy your own name
- Calls/Leads are ~\$15
- Less than 15% Organic Cannibalization
- **YOUR COMPETITORS WILL!**
- You Must be #1



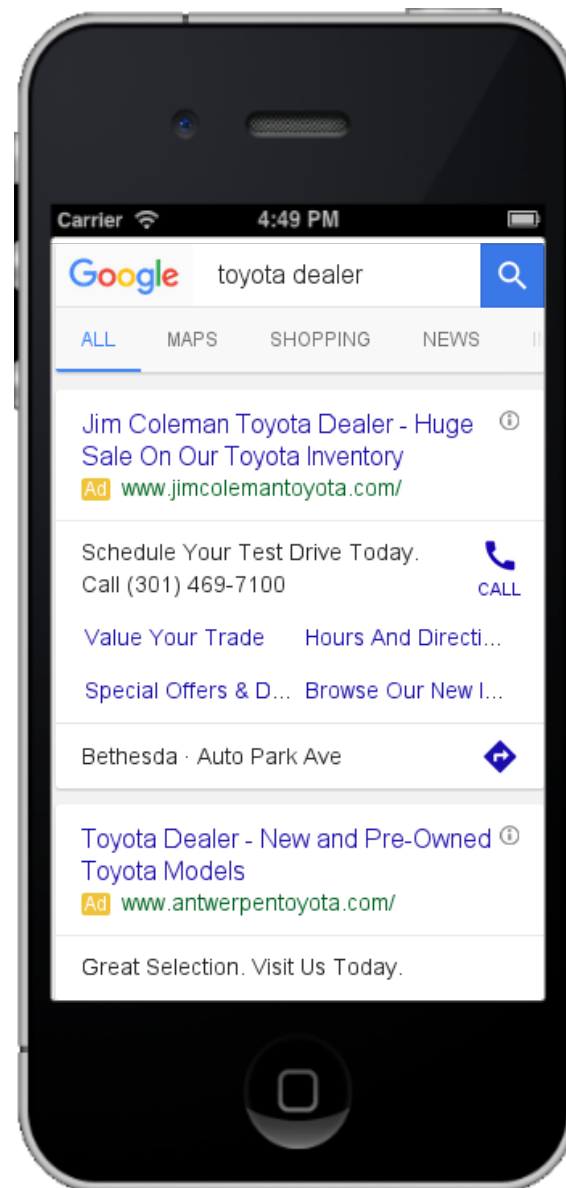
Adword Mobile Dirty Secret

- Buying Your Competitors is worth it
- Conversion is almost as good as buying your own brand (as long as its same OEM)
- Almost all incremental CPA is in CPC (based on Quality Score)
- Calls/Leads are \$65-\$95
- MOST Consumers don't know/care that it's a different store



Mobile Ad Best Practices

- Call Extensions
- Site Links
- Location Extensions
- Strong Call To Action
- Compelling Offer



Conquering the Mobile Consumer



Mobile searches from dealership lots **increased 46%** in the last year.

-Half of all car shoppers with mobile devices use their smartphones while at the dealership

-Top action people perform with their phones while on the lot, is confirming that they are getting a good price on a vehicle

Geo-Fencing



The image illustrates geo-fencing technology. A map of the Cleveland area shows three blue circular geo-fences around Solon, Macedonia, and Aurora. A smartphone overlay displays the Rothbard Chevrolet website. The website features a navigation bar with the Chevrolet logo, the name 'ROTHBARD CHEVROLET', a phone number (956-111-2222), and a 'Directions' button. A prominent blue banner offers '\$200 OFF! NEW OR PRE-OWNED VEHICLES' with a 'TAP TO GET THIS OFFER' link. Below this is a five-star rating and the text 'CHEVROLET HAS THE MOST 2014 MODELS WITH 5-STAR OVERALL VEHICLE SCORE FOR SAFETY MORE THAN FORD OR TOYOTA'. Two buttons, 'Search New' and 'Search Used', are visible. A list of services includes 'Hours & Directions', 'Trade-In Value', 'Get Pre-Approved', 'Instant Quote', and 'Schedule Service'. The map includes a scale bar (2 km / 2 mi) and a 'ddr' logo. Map data is attributed to ©2011 Google.

#NADA2016

Targeted Mobile Offers

ROTHBARD CHEVROLET

Call 866-111-2222 | Directions

\$200 OFF! NEW OR PRE-OWNED VEHICLES
 TAP TO GET THIS OFFER

Fill out this form to receive \$200 Off any New or Pre-Owned vehicle. A salesperson will contact you shortly to schedule an appointment.

First Name

Last Name

Email

Phone

Comments

Submit

★★★★★

ROTHBARD CHEVROLET

Call 866-111-2222 | Directions

\$200 OFF! NEW OR PRE-OWNED VEHICLES
 TAP TO GET THIS OFFER

★★★★★

CHEVROLET HAS THE MOST 2014 MODELS WITH 5-STAR OVERALL VEHICLE SCORE FOR SAFETY MORE THAN FORD OR TOYOTA

Search New | Search Used

- Hours & Directions
- Trade-In Value
- Get Pre-Approved
- Instant Quote
- Schedule Service

Questions ?

Killer Mobile Marketing Strategies That Drive Sales



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