





***“I find many different ways to use Activator, and it does provide realistic data that not only attracts car buyers but also is a great management tool for improving some day to day operations.”***

- Ben Ball, Courtesy Lincoln of Rome

Before the pandemic, consumers were already starting the car-buying experience online. Enter the pandemic and now dealerships are forced to use socially distant marketing and sales tactics to stay even more digitally connected and relevant. As a result, consumer engagement has forever been altered.

With fewer showroom visits and diminished budgets all around, keeping your dealership's brand in front of potential customers with "social distance marketing" is vital.

### What is social distance marketing?

1. A smarter way for dealerships to engage with consumers and stay digitally-connected.
2. Leverages digital marketing channels - like email, SMS, chatbots, and digital advertising - with targeted approaches to effectively drive marketing conversions and visits.

With Activator, dealers can use a single solution to market seamlessly across critical sales and service customer touchpoints and positively impact their entire business and revenue—even during a pandemic.

Check out our guide with the **5 Ways Dealerships Can Ace Social Distance Marketing** to drive customer engagement and revenue opportunities.



# TIP #1

## Increase Your Digital Presence

There's no fighting it, in-person visits have declined and will likely remain low for some time. For dealerships to remain competitive and digitally connected to their customers, they need to shift marketing budgets to fund common low-cost, but highly successful digital tactics including:

- Search engine optimization
- Email marketing
- Website chatbots
- Referral programs
- Digital retail

For example, hyper-targeted email marketing campaigns for service drive visits such as oil changes, tire rotations, and other regular services will stand the test of time.





## TIP #2

# Be Relevant From a Distance

For many dealerships, digital marketing is a newer way of engaging with customers since much of their business has relied on in-person showroom visits and transactions. The same results can be achieved at a distance when you empower your marketing with the right tools and strategies to bring relevant, 1:1 messages to customers on digital channels.

In fact, although J.D. Power reported an industry-wide 45% decrease in sales in April 2020, an interesting shift occurred — **customer satisfaction improved.**<sup>[1]</sup> Customers who communicated with the dealership primarily online had a 17-point higher satisfaction score than those who shopped in-person.

# TIP #3

## Let Data Be Your Guide

Your social distance marketing efforts are only as good as the data that drives them. When dealerships rely on just DMS data to lead their marketing efforts, chances are they are talking to people who no longer own the vehicle that was sold to them.

In fact, **\$9.7M - \$14.2M in lost business revenue** is due to poor data quality.<sup>[2]</sup> Dealerships using marketing automation platforms that prioritize real-time customer intelligence and data cleansing are gaining more sales leads and service appointments even during the pandemic by targeting the current (original or subsequent) owners of sold VINs.





## TIP #4

# Automate to Maximize Reach

Digital marketing channels actually present an opportunity for dealerships to maximize their marketing reach. A marketing automation solution can help streamline the sales process by delivering specific vehicle and dealership content to the consumer automatically as they navigate the car-buying journey.

Automating email marketing or chatbot conversation workflows can create greater efficiencies for dealerships to **put their customer engagement to work around the clock** when they may have less staff available due to budget cuts.

# TIP #5

## Focus on the Customers You Have

Your sales and/or service customers are easily the best targets for social distance marketing campaigns. They know you, they already bought or have serviced with you and are open to receiving your messages. Even just a 5% boost in customer retention can net a **25% to 95% increase in profit** for dealerships.<sup>[3]</sup>

Be sure your dealership's social distance marketing strategies allow you to get continuous and relevant messages in front of customers from future timely service reminders and offers to referral promotions and all the way to a new vehicle upgrade offer when the time is right.





# Don't Let Your Dealership Get Left Behind

The global pandemic dramatically shifted the way dealerships need to market their businesses. As consumers remain distant for the foreseeable future, the more pertinent it becomes for your dealership to embrace new technology to be present and relevant.

Activator is the **modern marketing solution**. From multi-channel marketing automation to cleaning customer data for engagement, we help dealerships create new sales and service opportunities to grow their business.

Are you prepared for social distance marketing success? Let's talk.

[Request a Demo](#)

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