



CREATE A USED CAR STRATEGY

IN FOUR EASY STEPS



FILL YOUR PIPELINE WITH USED CARS

Used car acquisition has never been more important. As new car inventory continues to lag behind demand, filling your lot with quality, used cars can help keep your sales rolling in.

But do you have a strategy to bring in used cars? Are you mining your database to find all the options that may exist?

Many people are more open than ever before to let go of that extra vehicle they may not be using. A targeted used car strategy can reach those owners and get them to your dealership for a Win/Win sale.



INDUSTRY TRENDS

Used Car Sales are on Fire!



The average national price of a used car is \$23,643 as of 2021 according to the National Automobile Dealers Association (NADA).

This is an increase of around **12.5%** over the average price of a used car one year ago, which was \$21,020.¹

1. <https://www.autolist.com/guides/how-much-for-used-car>

2. Google Consumer Survey conducted Jun 11-23



<https://www.cars.com> > News

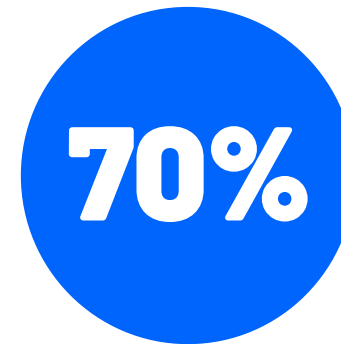
Now Is a Good Time to Sell Your Extra Used Car; Here's Why

May 4, 2021 — You've heard the advice "buy low, sell high" when it comes to your financial investments, but it also applies to that used car sitting in ...

<https://fortune.com> > 2021/05/04 > used-car-market-sh...

Now's the best time to sell your car—but don't expect to get a ...

May 4, 2021 — Got an extra car in the driveway you've been thinking about selling? There's never been a better time. The used-car market is facing a ...



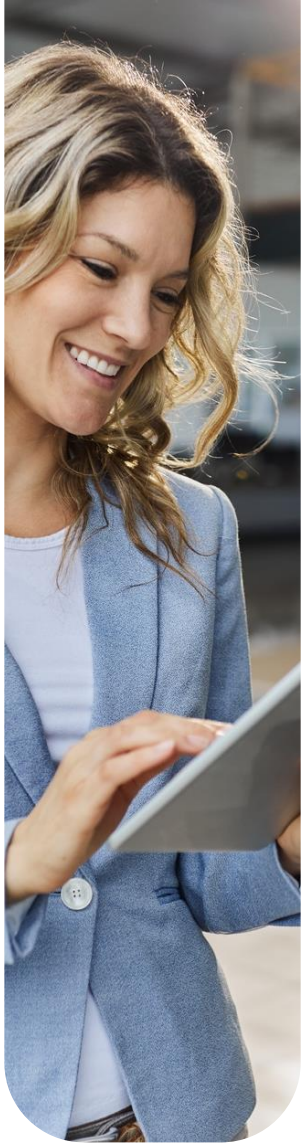
of owners interested in selling their car believe that it's a good time to sell now²

HOW TO ATTRACT CAR SELLERS

Attracting car SELLERS may be a change for your business model, but it just takes a solid strategy.

Follow our four-step process to build your car selling strategy and fill your lot.





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STEP ONE

CREATE A BUSINESS PLAN

4-STEP BUSINESS PLAN



WHO IS YOUR AUDIENCE

What information do you have in your database that can help you define and target your ideal audience?

- Demographics
- Market Insights



WHAT IS YOUR OBJECTIVE

What do you want to gain from this campaign?

- Data
- Leads
- Vehicle Acquisition



WHAT ARE YOUR COMPETITORS DOING

Audit competitors to see what they are doing to acquire vehicles.

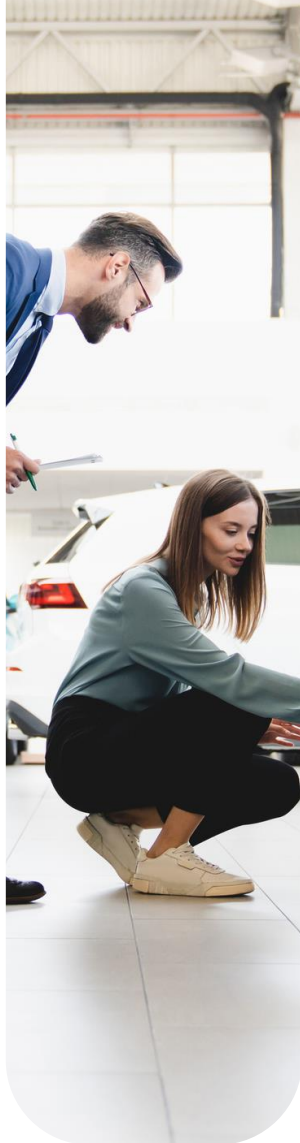
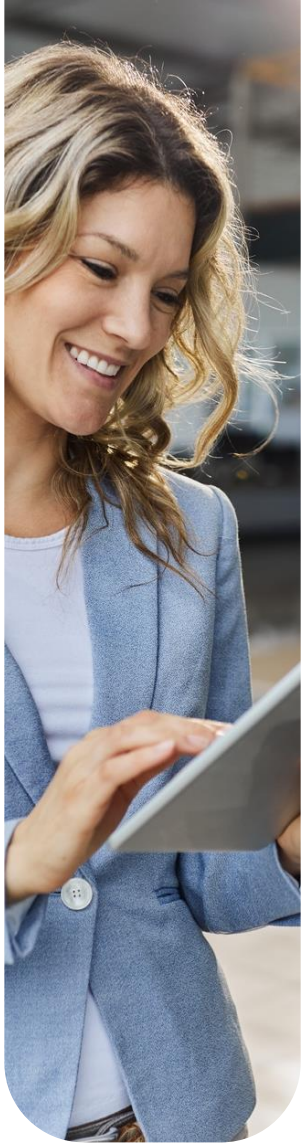
- Message
- Creative
- Offers



HOW DO YOU REACH THEM

What tactics will you use to reach your target audience?

- Website
- Digital Advertising
- Email
- Social



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STEP TWO

CRAFT YOUR CUSTOMER JOURNEY



CRAFT YOUR CUSTOMER JOURNEY

Think through the journey your customer will take when engaging with your campaign.

Develop strong messaging, a clear CTA and a landing destination that reinforces your message and gives the customer clear information on how to sell their car.

When creating your digital showroom, make sure to think about these things:

1. Message
2. Destination
3. Google Business Profile

CRAFT YOUR CUSTOMER JOURNEY

IDENTIFY THE MESSAGE

Develop a strong message that will engage your audience and clearly communicate how they will benefit from selling their vehicle to your dealership.

We Buy Used Cars
Even if you don't buy ours.
Any Make | Any Model | We Pay Top Dollar

Get a simple, no obligation *FREE* appraisal
Start by completing the form below

WE BUY CARS
We Pay Up To **\$250 MORE** Than CarMax!

WE WANT YOUR VEHICLE. We need to replenish our Pre-Owned Inventory.
We'll make you a cash offer today or pay top dollar for your trade!

Restrictions & exclusions apply. Offer based on a range from Kelley Blue Book. See dealer for qualifications & complete details.

WE WANT YOUR VEHICLE!

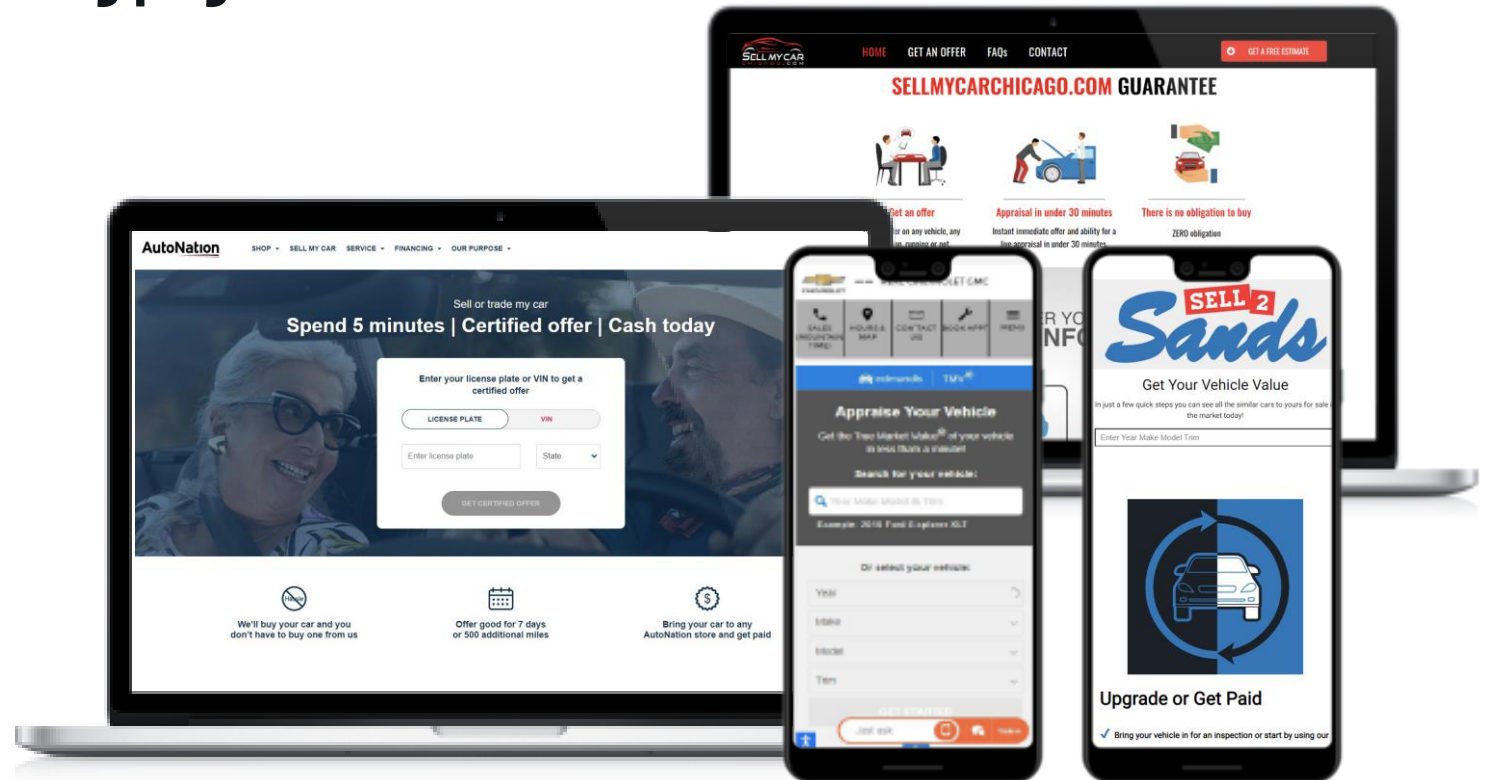
- All brands wanted
- Guaranteed appraised value
- All credit applications accepted
- We take both financed and leased vehicles
- We'll buy your vehicle even if you don't buy ours

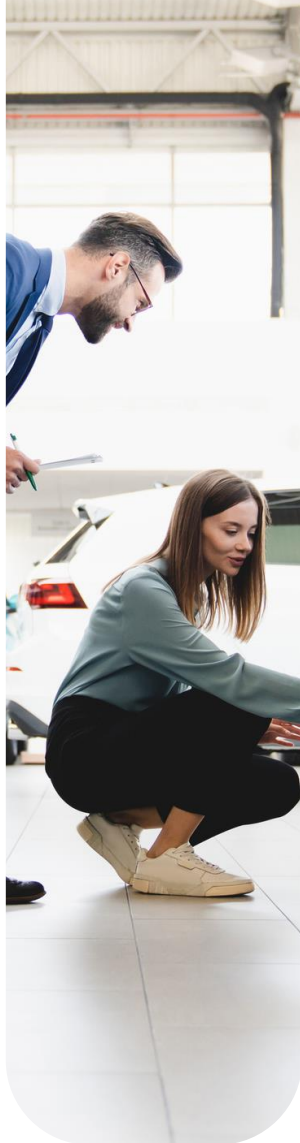
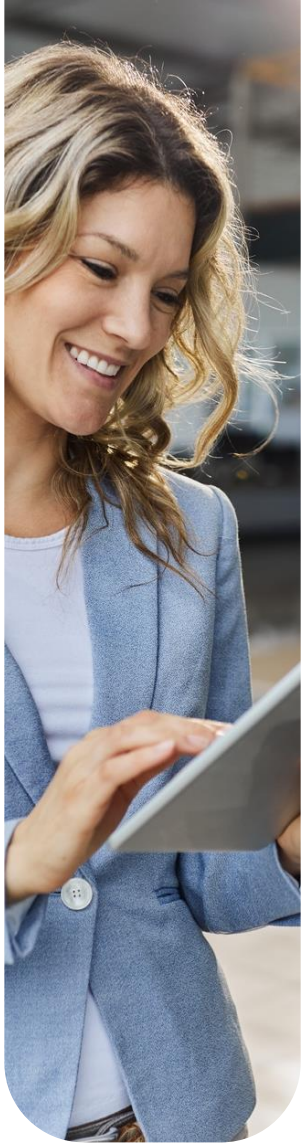
CRAFT YOUR CUSTOMER JOURNEY

CREATE A LANDING DESTINATION

Things to include on your landing page:

- Value Proposition
 - Instant Offer
 - We pay more than...
- Offer Appraisal Tool
- Clear CTA/Next Steps





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STEP THREE

BUILD DIGITAL MARKETING PLAN



Now it is time to gather the data and build the assets you need for your marketing strategy. In addition to building creative assets, don't forget to gather the data you need to target your audience effectively.

ORGANIC STRATEGIES TO CONSIDER

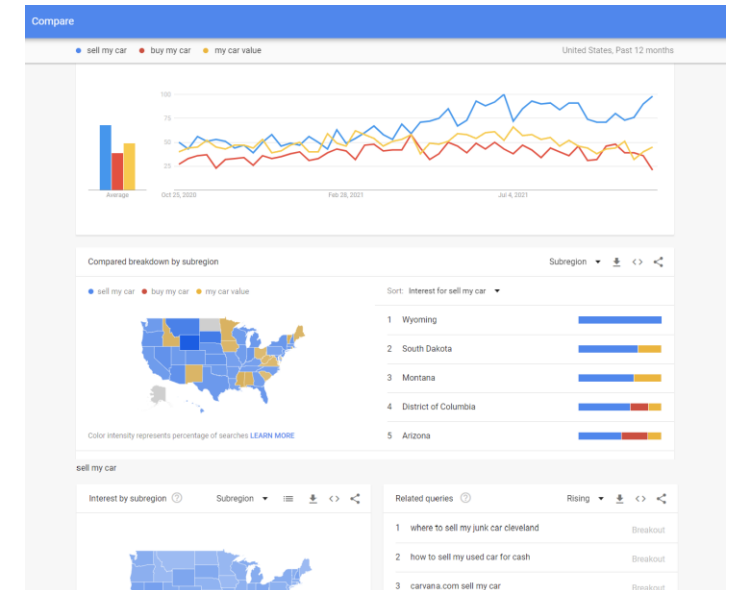
USE A KEYWORD STRATEGY TO CAPTURE YOUR AUDIENCE.

Embed keywords in your SEO and Google Business Profile so that you show up in search.

Examples: "Sell My Car", "What's My Car Worth"

Tools for Keyword Research:

- Google Trends
- Google Analytics
- Answer The Public



Ad · www.brownep.net · 8302142276

Brown Eagle Pass | Sell Us Your Vehicle | #ExperienceBrown

We will buy your vehicle even if you do not buy from us. Call dealer for details. View our inventory and get a quote today. Trade in your vehicle. Hometown dealer. 2021 Vehicles in Stock. Certified Used Vehicles. New Vehicles Coming Soon! Buy Your Vehicle Online.

[New Inventory](#)

[Pre-Owned Inventory](#)

[Service & Parts](#)

[Hours & Directions](#)

Customize headline with Sell Us Your Vehicle

Include matching verbiage and add to landing page to improve Ad ranking and CTR.

Sitelinks and ad extensions

ORGANIC STRATEGIES TO CONSIDER

SOCIAL MEDIA CAMPAIGN

Your social media channels are a great place to engage with your customers where they spend their free time.

Post regularly on social with your vehicle acquisition messaging.

Idea for social posts:

- Post your ad messages on your channel adding a personal invitation to visit your dealership. Include a link to your landing page.
- Create an infographic representation of the buying process to capture interest.
- Record a video in your showroom talking through the process.

GET A REAL
OFFER IN
2 MINUTES

We pick up your car. You get paid on the spot.



We Come to You

- ✓ We will come to you and pick up your vehicle within 100 mile radius.
- ✓ Please have Vehicle title, current registration and drivers license for each person on the title



\$30,000
offer for
your vehicle

X



8.5%
AZ Tax
Credit

=



\$32,550
in Trade-In
Value

PAID STRATEGIES TO CONSIDER

SOCIAL MEDIA CAMPAIGN

Decide which of your social channels will reach the right audience.

These channels are perfect for a used car message:

- Facebook
 - Instagram
 - TikTok
-
- Use DMS/CRM data to build lookalike audiences for your paid social
 - Promote reviews

We'll Buy Your Car Even If You Don't Buy Ours! Get Top Dollar For Your Car, Truck, Or SUV.

CHEVROLET SELL
A more comfortable place to BUY a car.

Step 1 Submit Your Vehicle Information

Step 2 Make an appointment once contacted by us

LEARN MORE

Get Top Dollar for Your Vehicle

Learn more

Get Top Dollar for Your Vehicle

27 3 Shares

PAID STRATEGIES TO CONSIDER

- Paid Search
- Discovery Ads
- Local Ads (GMB)
- YouTube
- Digital TV
- OTT
- LinkedIn



We Want To Buy Your Car | Sell Your Car To Us | Even If Your Don't Buy One
www.chevy.com

We make it easy and rewarding to sell your vehicle, even without having to buy a new one. Be sure to check our reviews from those that have sold us their vehicle before.





GOOGLE BUSINESS PROFILE

You need to be regularly making posts (every other week) on your Google Business Profile talking about your vehicle acquisition strategy so customers are aware.


From Brown Chevrolet Buick GMC of Eagle Pa...

"Our motto: A Buick, Chevrolet, or GMC vehicle for every lifestyle. Check out our inventory, give us a call or visit, and we will do our best to get you the right vehicle for your needs and budget. No hassles, no games."

 Brown Chevrolet Buick GMC of Eagle Pass
on Google



FOR VERY WELL-QUALIFIED BUYERS
0% APR
ON MOST 2021/2022 CHEVY VEHICLES



BROWN EAGLE PASS HAS INCOMING UNITS!
CONTACT US TODAY TO RESERVE YOUR VEHICLE.

Step into the New Year with...

Jan 4 - Jan 31
0% APR on most 2021/2022...
Jan 4, 2022
[View Offer](#)

Brown Eagle Pass Has Incoming Units! Contact us today to reserve your vehicle.


Dec 22, 2021
[Learn more](#)

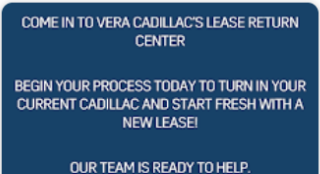
Profiles



From Vera Cadillac

"Welcome to VERA Cadillac Buick GMC. At VERA, we are different from the typical car dealership. It all starts with our VERA Philosophy, "To treat every single customer as you would want to be treated, and provide an unforgettable luxury experience,..." [More](#)


 Vera Cadillac
on Google



COME IN TO VERA CADILLAC'S LEASE RETURN CENTER

BEGIN YOUR PROCESS TODAY TO TURN IN YOUR CURRENT CADILLAC AND START FRESH WITH A NEW LEASE!

OUR TEAM IS READY TO HELP.



VERA FAST PASS

FREE VEHICLE PICK UP AND DELIVERY WITH OUR SERVICE

Get Your Oil Change, Tire Rotation, Wash, Wax, and Detailing. Book Today!

Come in to Vera Cadillac's Lease Return Center Begin your process today to turn in...

Dec 22, 2021
[Learn more](#)

Vera Fast Pass

Nov 10 - Nov 9
From oil change to major repair

Nov 10, 2021
[Learn more](#)

Profiles

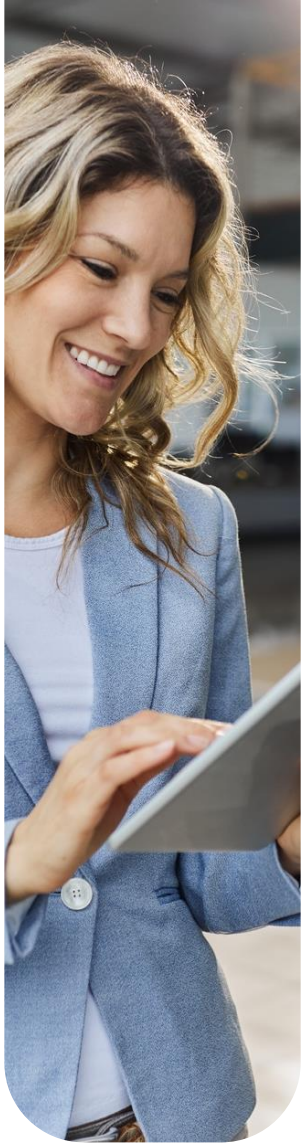


EMAIL MARKETING

Email is still a great way to reach your customer base. Refine your email targeting to reach customers in your DMS or CRM who meet the following criteria:

- Customers who own multiple vehicles
- Customers who have owned their vehicles more than 3 years
- Customers who have declined service





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STEP FOUR

**MEASURE
SUCCESS**

POST CAMPAIGN DEBRIEF

The campaign is over. Now what? Don't forget to look at all the metrics against your original goals and measure the effectiveness of the campaign. Important metrics to consider for each channel:

ORGANIC

- Page/Site views
- Bounce Rate
- Time on Site
- Leads
- GMB engagement

PAID

- Impressions
- Click Thru Rate
- UTM Tracking
- Leads
- Test & Learn

SOCIAL

- Leads
- Engagement Rate
- Followers
- Reviews
- Buyer Match Back

EMAIL

- Open Rate
- Click Thru Rate
- Leads
- Buyer Match Back

AUTHORS



Randal Gullette,

Digital Agency Manager

Randal has almost a decade of digital automotive experience building tailored cross-channel solutions to help Ansira dealers succeed. Her background in customer service, IT, CRM, ERP and digital marketing has deepened her partnership with the largest automotive clients across the United States to improve their business efficiencies, processes, and digital footprint.



Marissa Smith,

Digital Performance Strategist

Marissa is a Digital Performance Strategist with over 10 years of experience in digital marketing in partnering with clients. She is passionate about creating impactful strategies and using data to innovate custom and results-driven marketing efforts. Her expertise includes website A/B testing and optimization, overall branding, and case studies regarding landing pages and finance content.



David Ridenour,

Team Lead, Digital Advertising

David has been working to master his craft in digital advertising for the past 8 years. He has spent the majority of that time working specifically in the automotive industry, where he has continuously developed innovative and effective advertising strategies for auto dealers all across the country. When David isn't busy chasing his twin 2-year-old boys and 5-month-old boy around, he spends most of his not-so-free time watching sports or enjoying the summer days at the lake.



NEED SUPPORT? WE'RE HERE FOR YOU.

AUTOMOTIVE@ANSIRA.COM | [ANSIRA.COM/TIER-3-DEALERS](https://www.ansira.com/tier-3-dealers)

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