

The Dealer Guidebook

Best practice guide for Channel and Agency partners



Guy Schueller

Industry Director,
Automotive

"We built the Dealer Guidebook to answer the one question we frequently get when working with Dealers and agency Partners, "How should I best use Google?" The Guidebook is designed to help Dealers prioritize Google's products based on a their marketing objectives and where they are with digital. We believe these guideposts will help Dealers create and capture demand efficiently, maximizing their marketplace impact."

Four Pillars of the Dealer Guidebook

FUNDAMENTALS

If you're not knocking these out of the park, you're not using Google the right way.

BASICS

Basic but often overlooked...
powerful tactics worth prioritizing before the rest.

DIFFERENTIATORS

Tested & true growth strategies...
some dealers are all-in, while others have yet to see the light.

GROWTH LEVERS

Where the savviest dealers are already testing, and where Google & our most sophisticated marketing partners are placing bets.

A Guide for Maximizing Google's Products

FUNDAMENTALS	BASICS	DIFFERENTIATORS	FUTURE GROWTH
Site Experience <ul style="list-style-type: none">□ Speed□ Simplicity Paid Search & Account Structure <ul style="list-style-type: none">□ Build keywords to cover entire customer journey□ Optimal AdWords account structure□ Location Targeting Measurement <ul style="list-style-type: none">□ Conversion tracking□ Google Analytics□ Define success metrics	Paid Search Basics <ul style="list-style-type: none">□ Maximize new car brand search, prioritize "ready-to-buy"□ Ad excellence□ Bid by location Display + Video Basics <ul style="list-style-type: none">□ Google Display Network□ Trueview Instream□ Trueview Discovery Audience Targeting Basics <ul style="list-style-type: none">□ Remarketing□ Customer Match	Paid Search Differentiators <ul style="list-style-type: none">□ Used car campaigns□ Fixed ops campaigns□ Spanish campaigns Display + Video Differentiators <ul style="list-style-type: none">□ Location Extensions□ gMail ads Audience Targeting Differentiators <ul style="list-style-type: none">□ Similar Audiences□ In-Market Audiences	Paid Search Growth <ul style="list-style-type: none">□ Expand keywords to include segment & conquest Automation <ul style="list-style-type: none">□ Automated Bidding□ Dynamic Search Ads Measurement Growth <ul style="list-style-type: none">□ Store Visits□ Store Sales□ Attribution

FUNDAMENTALS

SITE EXPERIENCE

- ❑ Speed
- ❑ Simplicity

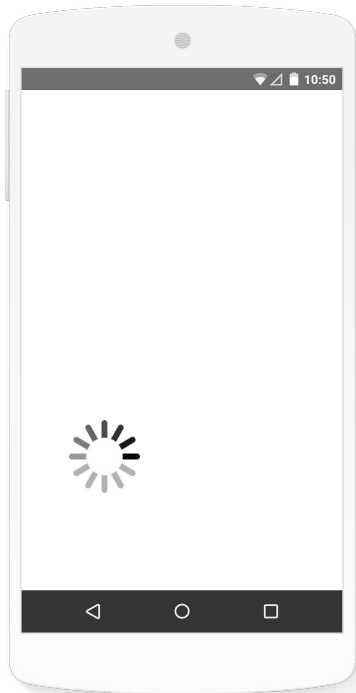
PAID SEARCH + ACCOUNT STRUCTURE

- ❑ Defend your brand: target keywords to cover the entire shopper journey
- ❑ Optimal AdWords account structure
- ❑ Location targeting

MEASUREMENT

- ❑ Conversion tracking
- ❑ Google Analytics
- ❑ Define success metrics

On mobile, speed and simplicity matter



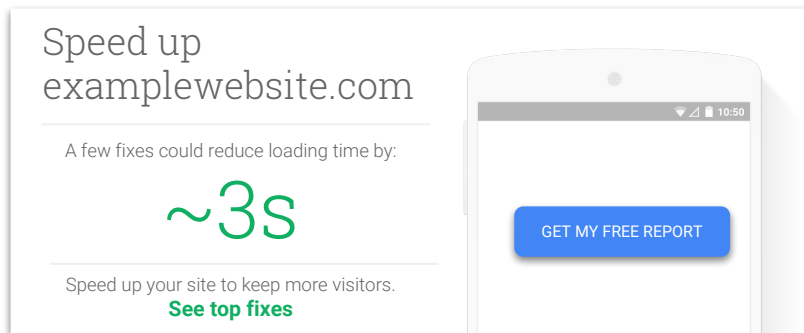
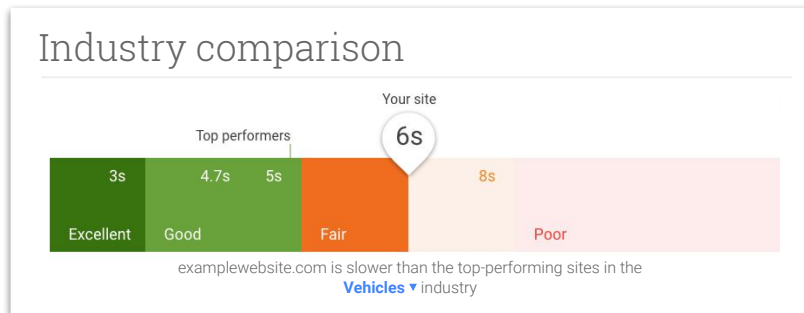
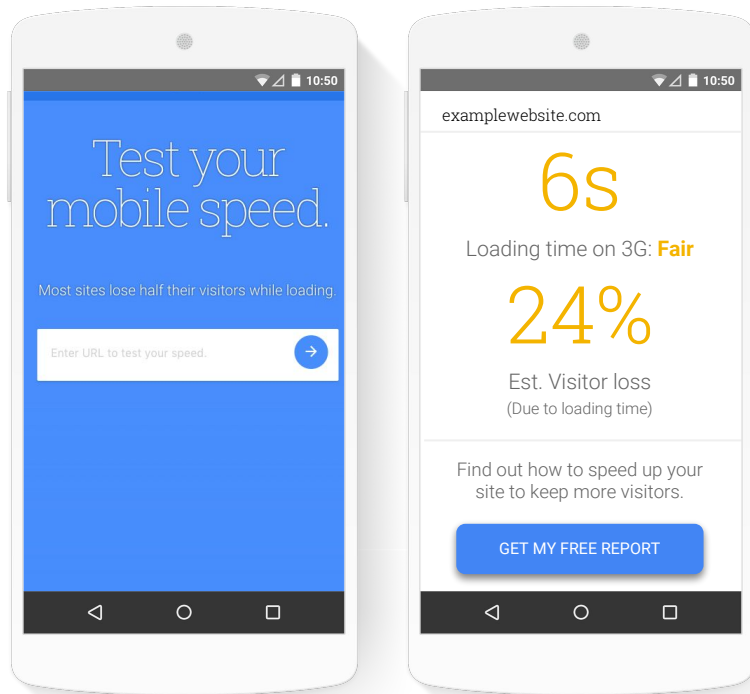
53%

of consumers will
abandon a mobile
site if it takes more
than 3 seconds to load

97%

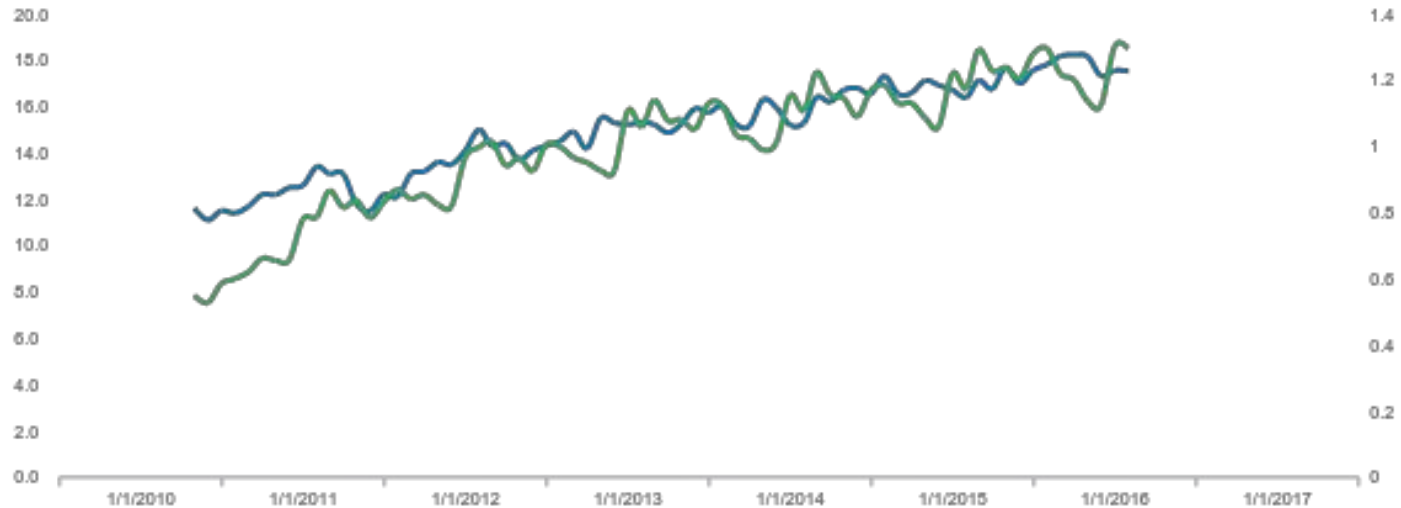
of consumers will
abandon a mobile site
if there are too
many form fields

Improve your website speed with testmysite.thinkwithgoogle.com



Search interest is strongly correlated to vehicle sales

Google Search Interest vs. SAAR



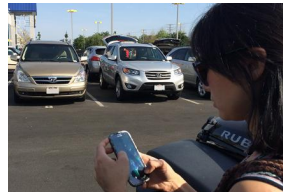
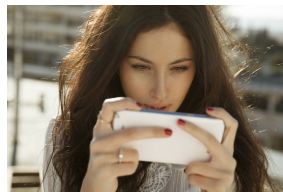
Defend your brand across all moments

Build out search keywords, for the makes and models you sell

Awareness

Consideration

Ready to Buy



Which-Car-Is-Best
Moments



Is-It-Right-For-Me
Moments



Can-I-Afford-It
Moments



Where-Should-I-Buy
Moments



Am-I-Getting-A-Deal
Moments



Brand / Reviews

- 2018 Dodge
- Buick Encore review
- Jeep SUV

Model

- New Lincoln MKZ
- 2018 Kia Optima
- Volkswagen Golf mileage

Price / Financing

- Nissan Altima price
- Honda Accord msrp
- Toyota Rav4 lease

Dealer / Geo

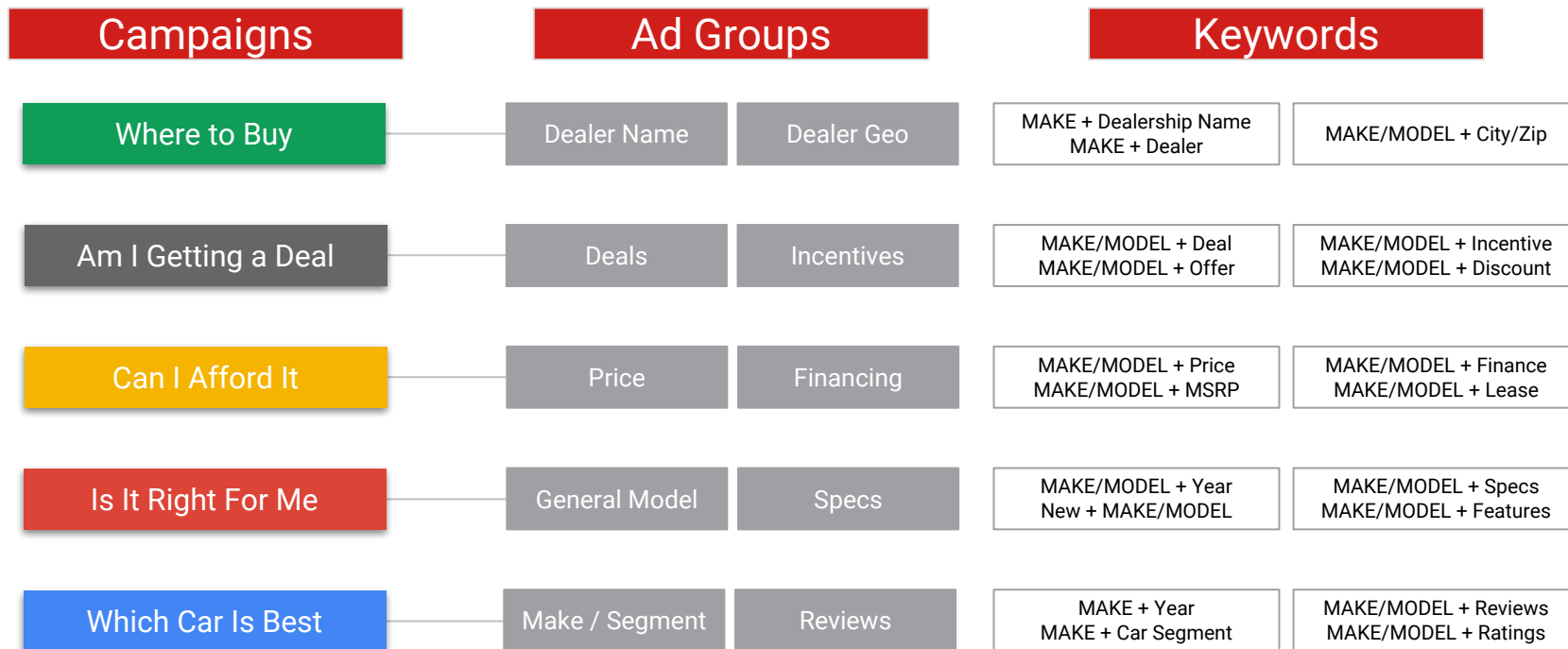
- Hyundai Elantra dealer
- Grand Cherokee test drive
- Sentra Los Angeles

Deals / Incentives

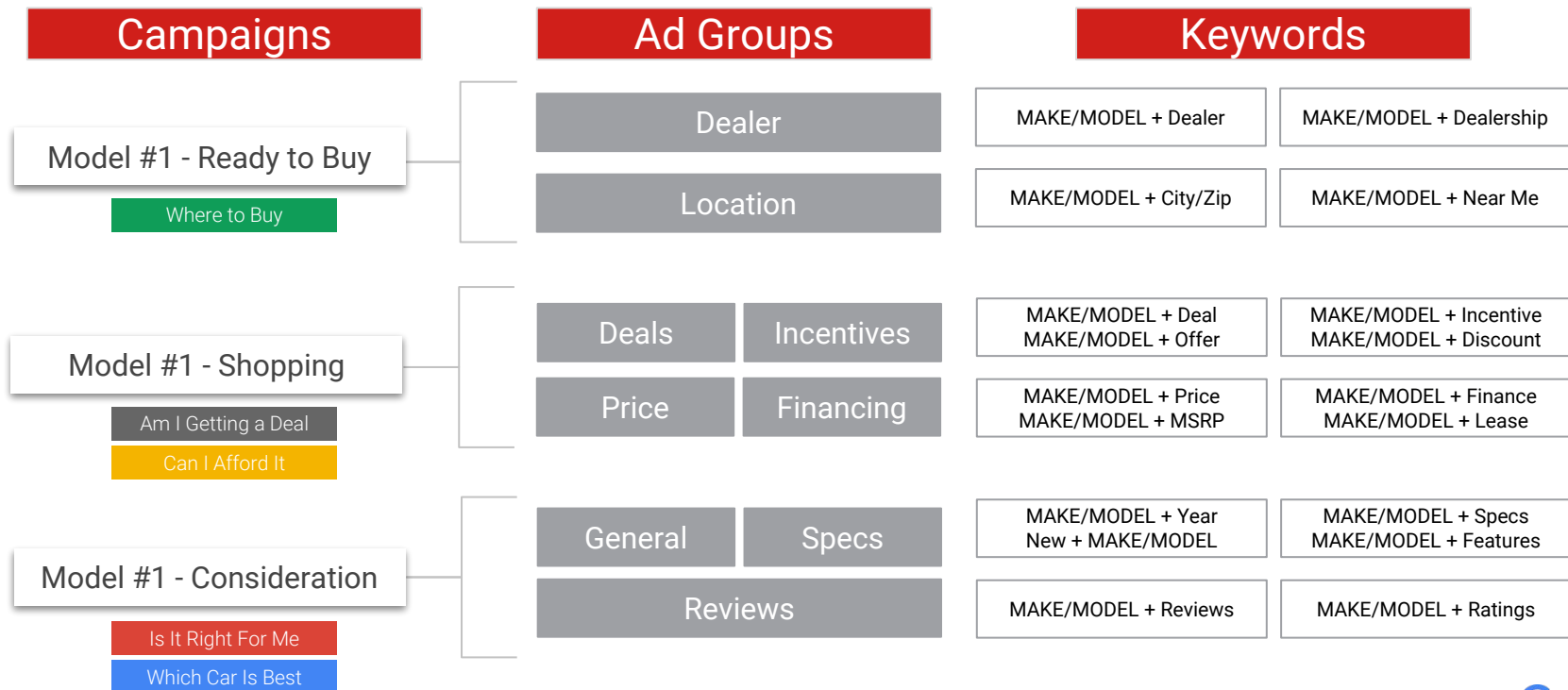
- GMC Sierra deals
- Chevy Malibu offers
- Ford Explorer sale

Keyword
Types:

Option 1: Structure your campaigns to capture intent across all models



Option 2: Structure your campaigns to capture intent against specific models



Paid Search + Account Structure

Target your ads to the area around your dealership



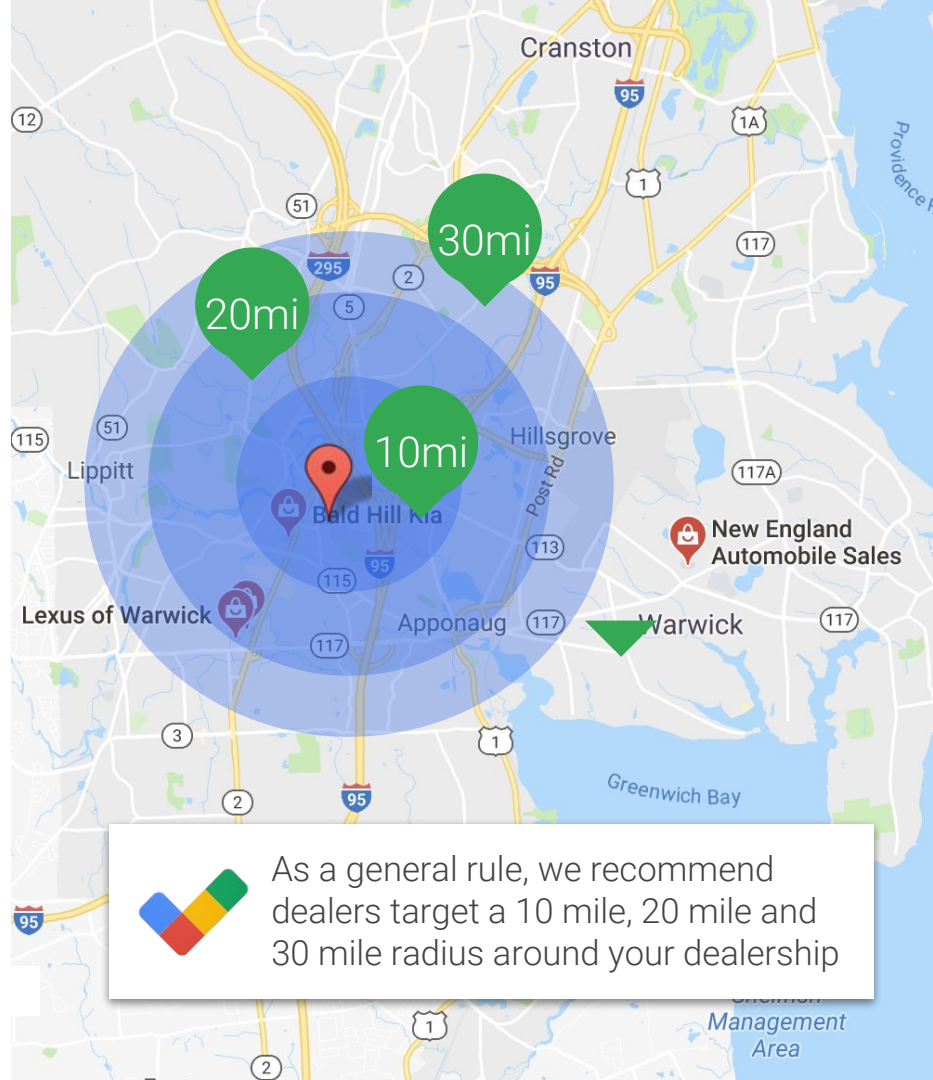
Use AdWords radius targeting to target ads within the determined radius of the your dealership



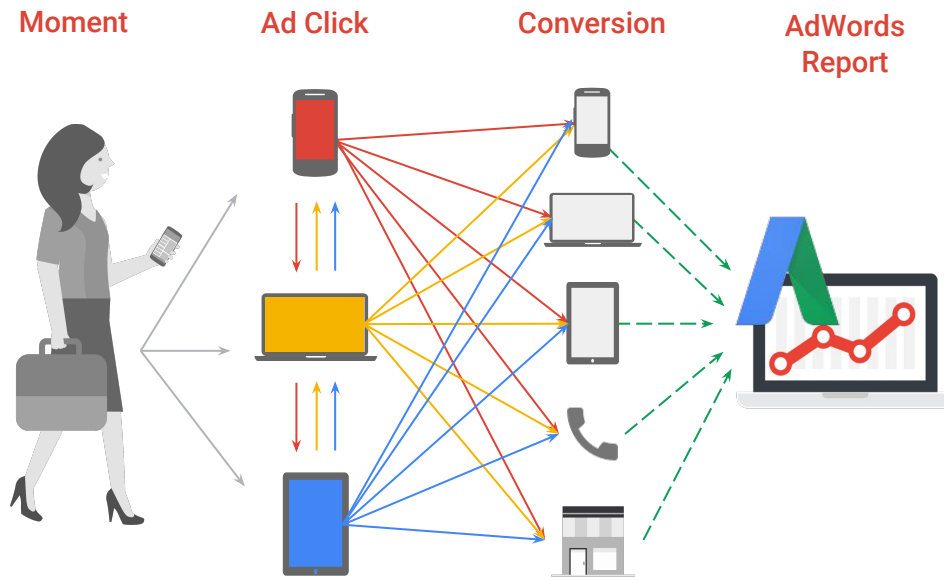
Review the AdWords distance reports to understand how your ads perform based on user proximity to your dealership

ADM Consulting, LLC **(505) 301-6369** **www.ADMPC.com**

Google Proprietary + Confidential

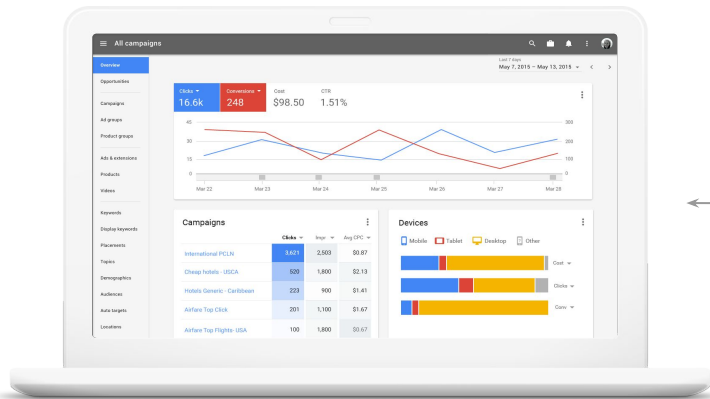


Gain insight into the performance of your AdWords Campaigns using AdWords Conversion Tracking

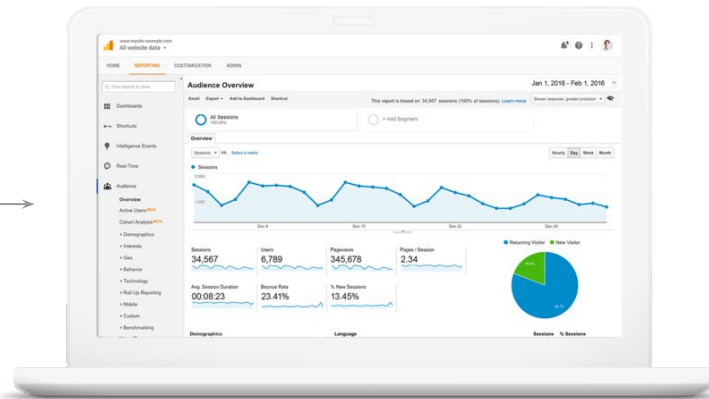


Measurement

Set up Google Analytics and link to your AdWords account to fully understand customer journey



Google AdWords



Google Analytics

Define success metrics beyond lead form completions

Only **26%**
of people who have
purchased a vehicle in
the past six months
have actually filled out a
form



Phone Calls



Chats
Text Messages



VDP Pageviews



Contact Us
Schedule Appointment
Schedule Test Drive



Time on Site



Dealership Locator
Get Directions

Actions to take

Site Experience

- ☐ **Speed** up your website by going to testmysite.thinkwithgoogle.com to get a mobile friendliness site report. Review recommendations from the report.
- ☐ **Simplify** your lead forms and site navigation [using these tips](#).

Paid Search and Adwords Account Structure

- ☐ **Build out keywords** to cover the entire customer journey.
- ☐ **Organize your AdWords account** to maximize performance [using the tips here](#).
- ☐ **Location Targeting:** [target your ads](#) to the area around your dealership.

Measurement

- ☐ **Set up** AdWords [conversion tracking](#) and [Google Analytics](#).
- ☐ **Link** your Google Analytics and Google AdWords accounts [by following these instructions](#).
- ☐ **Define success** metrics beyond lead forms.

BASICS

PAID SEARCH BASICS

- ☐ Maximize new car brand search, prioritize “ready-to-buy”
- ☐ Ad excellence
- ☐ Bid by location

DISPLAY + VIDEO BASICS

- ☐ Display remarketing
- ☐ Trueview In-stream
- ☐ Trueview Discovery

AUDIENCE TARGETING BASICS

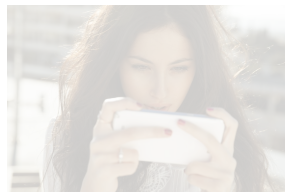
- ☐ Remarketing
- ☐ Customer Match

Maximize your search opportunity for the makes/models you sell, and prioritize the “ready-to-buy” moments

Awareness

Consideration

Ready to Buy



Which-Car-Is-Best Moments



Is-It-Right-For-Me Moments



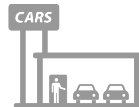
Can-I-Afford-It Moments



Where-Should-I-Buy Moments



Am-I-getting-a-deal Moments



Price / Financing

- Nissan Altima price
- Honda Accord msrp
- Toyota Rav4 lease

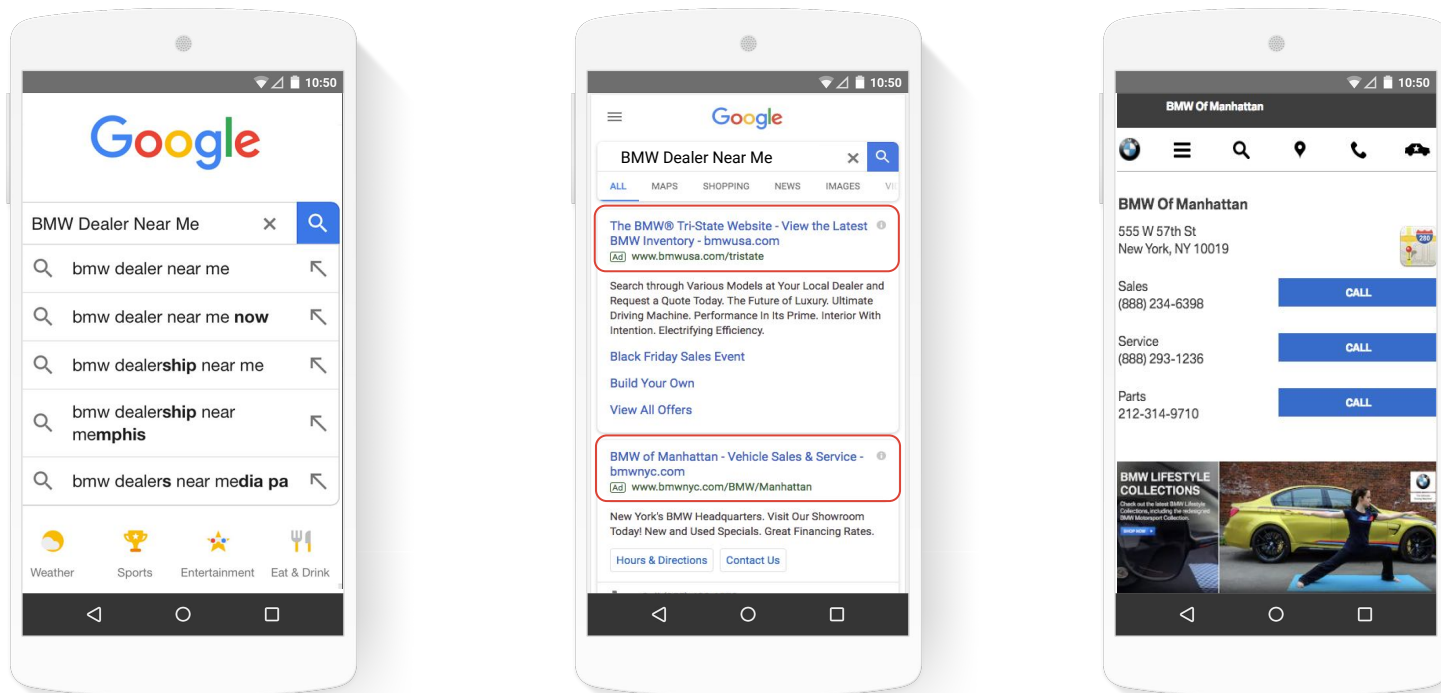
Dealer / Geo

- Hyundai Elantra dealer
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Deals / Incentives

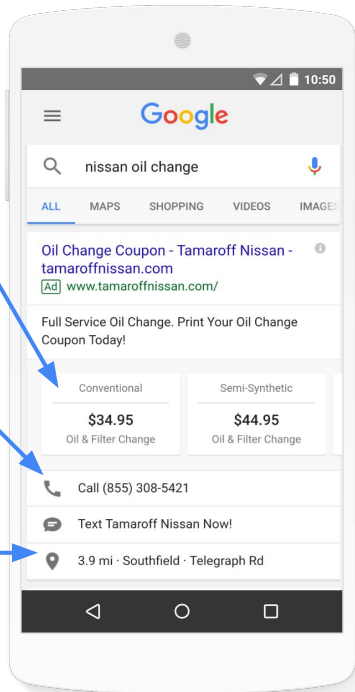
- GMC Sierra deals
- Chevy Malibu offers
- Ford Explorer sale

Your ads should match a user's search and your landing page



Get the most out of your ads

Enable ad extensions



(New) Pricing Extensions

Click to call extensions

Location extensions

Include 3+ texts ads per ad group

Razzari Ford - Your Local Ford Dealer - fordrazzari.com
Ad www.fordrazzari.com

Your Friendly Local Ford Dealer View Our Merce, CA Ford Inventory. Chat Support

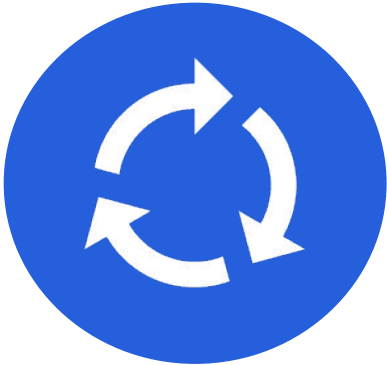
Sonora Ford - Your Sonora Ford Dealer - mysonoraford.com
Ad www.mysonoraford.com

Your Sonora Ford Dealer. View Our Inventory Online Now & Call for Specials!

Country Ford Trucks - Ceres, California - countryfordtrucks.com
Ad www.countryfordtrucks.com

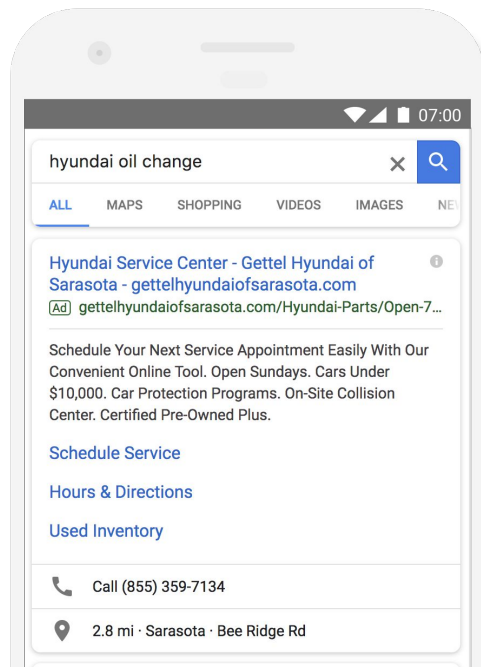
Huge Selection Of New Ford Models. Schedule A New Ford Test Drive Now!

Set ad rotation to "optimal"



Case Study

Gettel Hyundai increases calls to service center by 16% with AdWords call extensions



Goals

Drive more leads towards maintenance and service department using Google Search ads

Approach

- Create separate campaign focused on service and maintenance search terms
- Enable call extensions to get mobile users straight to service department

Results

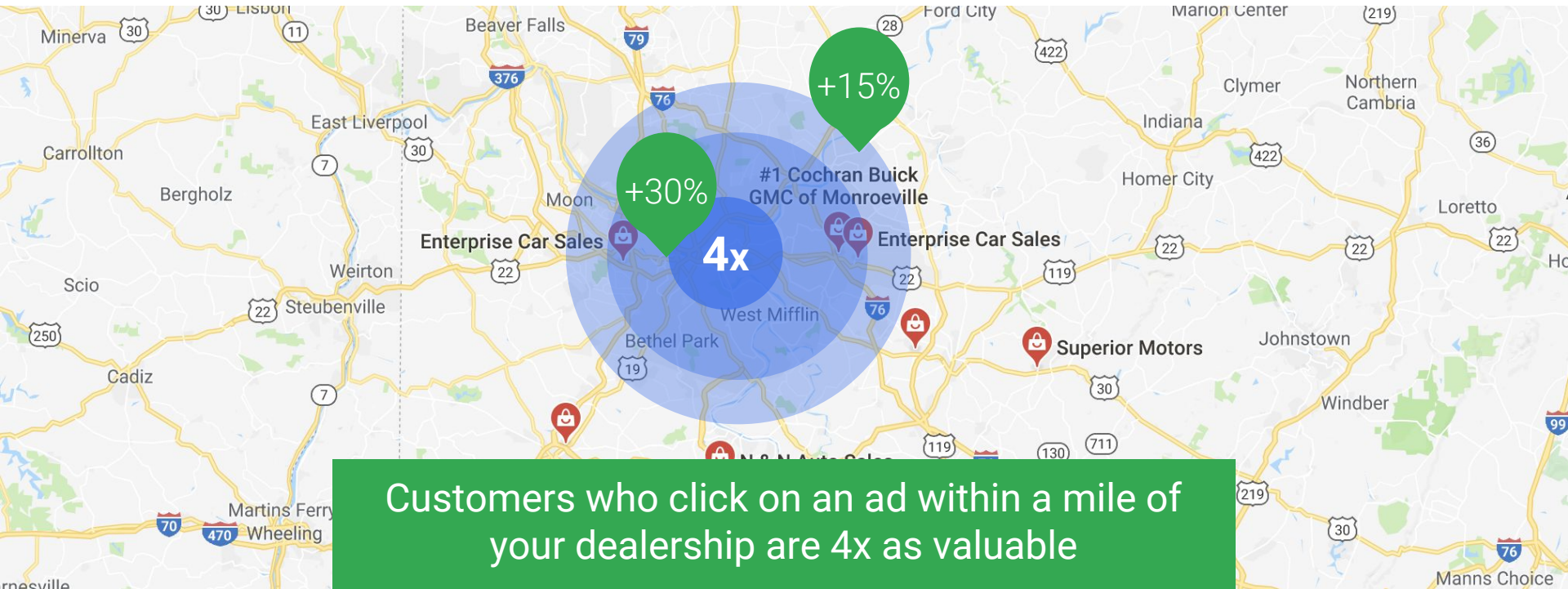
16%

Increase in phone calls
to service center

4%

Increase in clicks to
website

Shoppers near your dealership are most valuable
Use bid-by-location to bid higher for customers closer to your dealership

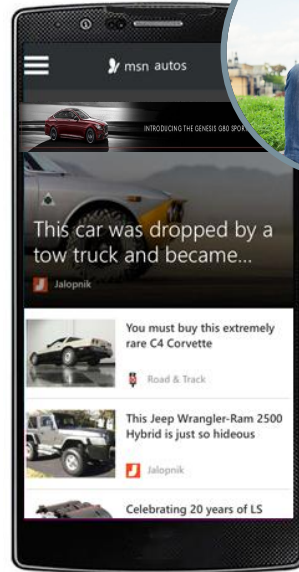
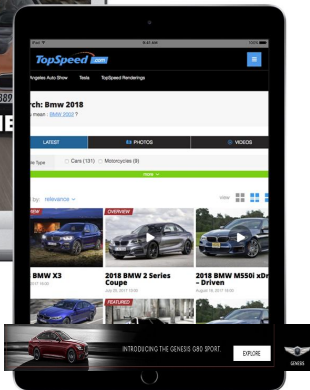


Customers who click on an ad within a mile of your dealership are 4x as valuable

79% of time online is spent beyond search: the Google Display Network helps you reach customers across the web



On Desktop & Tablets

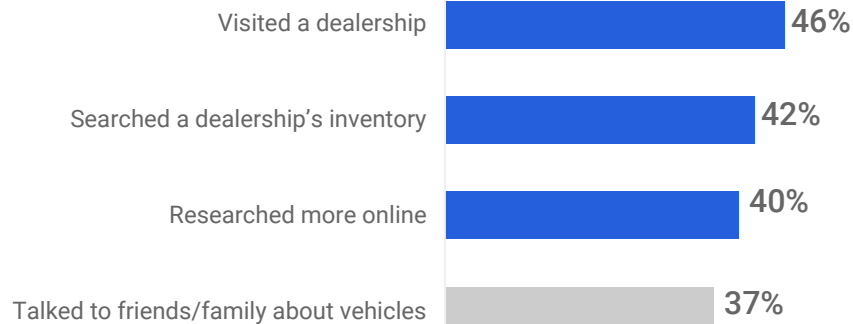
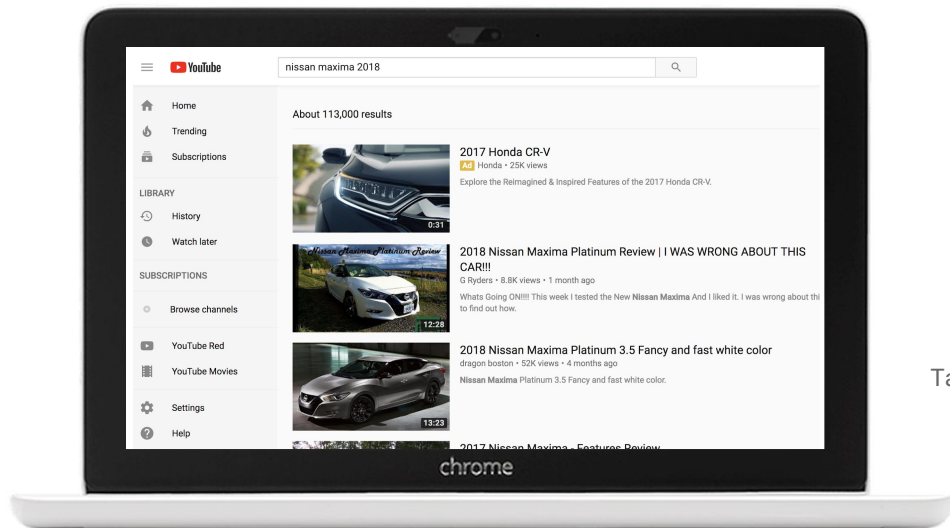


On Mobile Web



On YouTube

More than 40% of shoppers who watched a vehicle video about cars or trucks visited a dealer as a result

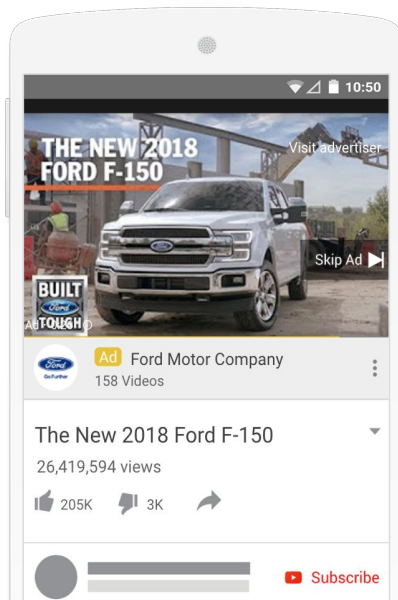


Promote your video content to users who *choose* to watch

Trueview

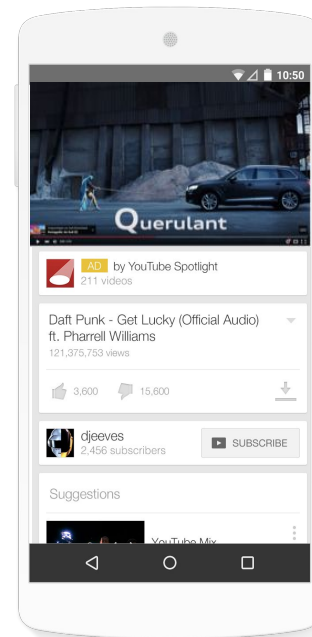
:15- or :30-second
skippable video ads

You only pay if the
consumer watches
your full :30



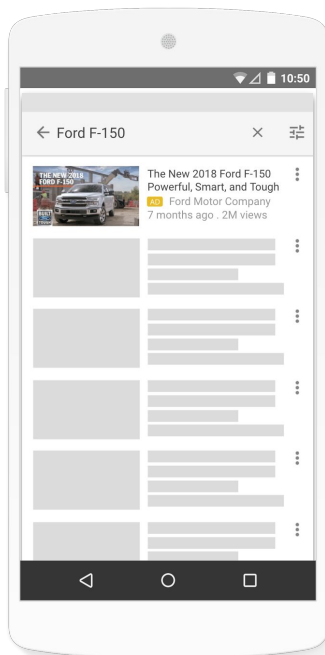
Bumper Ads

6-second video ads
so you can capture
the attention of mobile
viewers

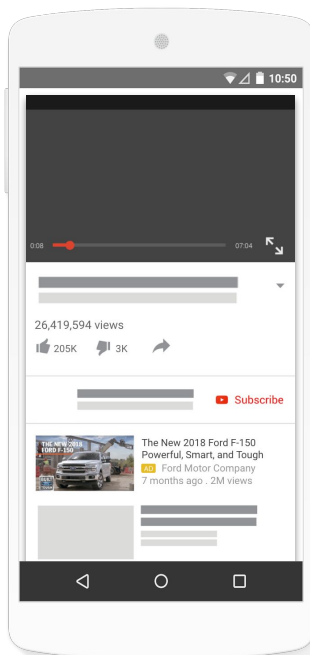


Reach shoppers searching on YouTube using Trueview Discovery

YouTube Search



YouTube Watch pages



1/3

of users search
for a video on
YouTube, and

20%

watch a related video

Case Study

Brandon Honda Drives 100K
engaged video views with TrueView

“When you have skippable
ads, the viewers are in
control. They’re choosing to
watch our ad.”

— John Marazzi, Managing Partner, Brandon
Honda

Goals

Move budget from traditional TV to YouTube TrueView
to reach auto enthusiasts watching video.

Approach

Use contextual and behavioral signals, such as
geo-location, to find high quality customers who are
interested in watching their content

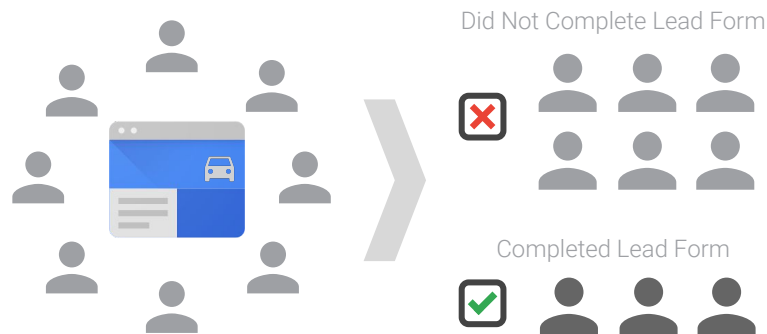
Results

100K	\$0.10
Video views in one month	Average cost of engaged viewer

Target your most valuable audiences

Remarketing

Reconnect with customers that previously visited your website



Customer Match*

Re-engage with existing customers using your CRM data



Remarketing: a closer look into reconnecting with customers across the web



Add the remarketing tag to your website

Visitors are automatically added to the 'All Visitors' remarketing list after they visit your website



Identify segments of visitors that you want to treat differently and create custom lists

For example, VDP Page Viewers and Lead Form Abandoners



Remarketing lists are available to target on Search, YouTube and the Google Display Network

Target past site visitors across all devices



Tailor your messaging, and optimize your bids to prioritize users from your most valuable lists

For example, increase your bid by 15% for visitors who abandoned a lead form in the past 30 days

Customer Match: a closer look into re-engaging with customers in your CRM



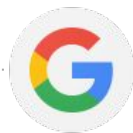
Upload first-party data in AdWords as an audience list

Lists are uploaded via a privacy-safe, hashed method



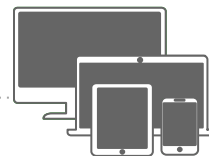
AdWords matches your email addresses to Google accounts

Once we create your audience list, we discard all data



List is translated into an audience list and made available to target or exclude

Target customers on Search, YouTube and Gmail



Create custom ads with tailored messaging based on what you know about the customer

Target customers across all devices

Actions to take

Paid Search Basics

- ❑ **Maximize your opportunity** on “ready-to-buy” searches related to new cars. Aim for [90% impression share](#).
- ❑ **Ad Excellence:** enable [ad extensions](#), include 3 ads per ad groups, and set ad rotation to “optimal”. Check your ad relevance by going to [google.com/adpreview](#) and performing a search on your keywords.
- ❑ **Bid by location:** bid more for customers who are near your dealership. [Adjust your bids](#) by location.

Display and Video Basics

- ❑ **Google Display Network:** get your ads on the [Display network](#) to reach customers across the web.
- ❑ **YouTube Trueview In-stream ads:** run YouTube [trueview instream ads](#) and 6-second [bumper ads](#) on mobile to drive awareness and action.
- ❑ **YouTube Trueview Discovery ads:** reach people searching and browsing on YouTube with [Trueview discovery ads](#).

Audience Targeting

- ❑ **Remarketing :** [Reconnect with vehicle shoppers](#) who’ve visited your website and may be searching, browsing content or watching videos.
- ❑ **Customer Match:** [If eligible](#), use your dealer CRM to target your existing customers online.

DIFFERENTIATORS

PAID SEARCH DIFFERENTIATORS

- ☐ Used car campaigns
- ☐ Fixed ops campaigns
- ☐ Spanish campaigns

DISPLAY AND VIDEO DIFFERENTIATORS

- ☐ Location Extensions
- ☐ Gmail Ads

AUDIENCE TARGETING DIFFERENTIATORS

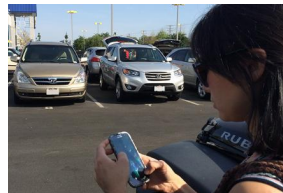
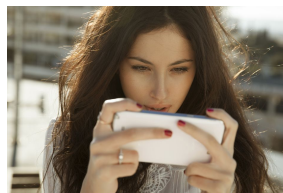
- ☐ Similar Audiences
- ☐ In-Market Audiences

Build out search keywords related to the **used** car makes/models you sell

Awareness

Consideration

Ready to Buy



Which-Car-Is-Best
Moments



Is-It-Right-For-Me
Moments



Can-I-Afford-It
Moments



Where-Should-I-Buy
Moments



Am-I-getting-a-deal
Moments



Price / Financing

2015 rav 4
price for used sienna
Used Nissan Altima price

Dealer / Geo

CPO toyota dealer
Toyota CPO
Used Carola Detroit

Deals / Incentives

- GMC used Sierra deals
- Offers for used Chevy Malibu
- Sales on second hand Ford Explorers

Fixed Ops: shoppers turn online to decide where to service their vehicle. Create parts and service campaigns using keywords related to the makes/models you sell



Nearly **25%** of all automotive searches are parts, services, and maintenance related

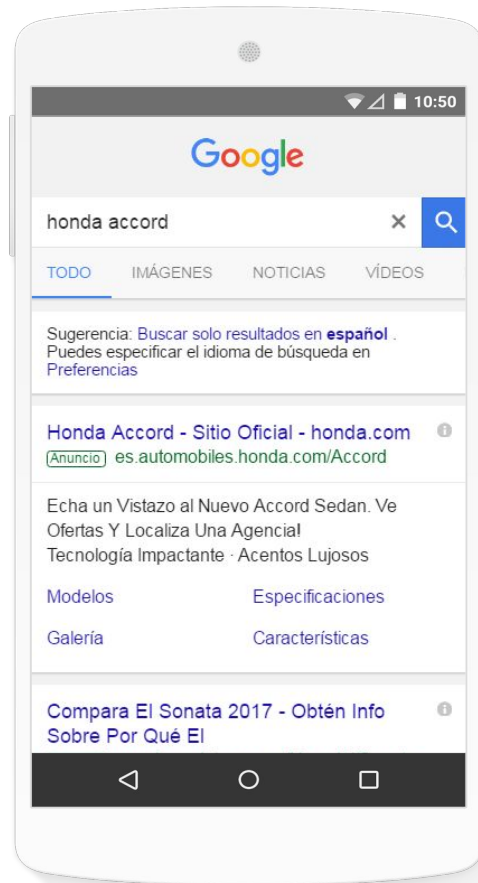


Of the parts and services shoppers that use search, **more than half** call the service provider directly from a search result

Hispanic market: reach a growing market by creating Spanish language search campaigns

14% of new cars were bought by Hispanics in 2017

2/3 of Hispanic auto purchasers who search at least monthly have used **Spanish** to look for information using a search engine



Optimal campaign structure to reach Hispanic audiences



Campaigns + Language Settings:

- Spanish keywords, English Language Setting
- Spanish & English keywords, Spanish Language Setting



Devices - All devices, Mobile bid modifiers

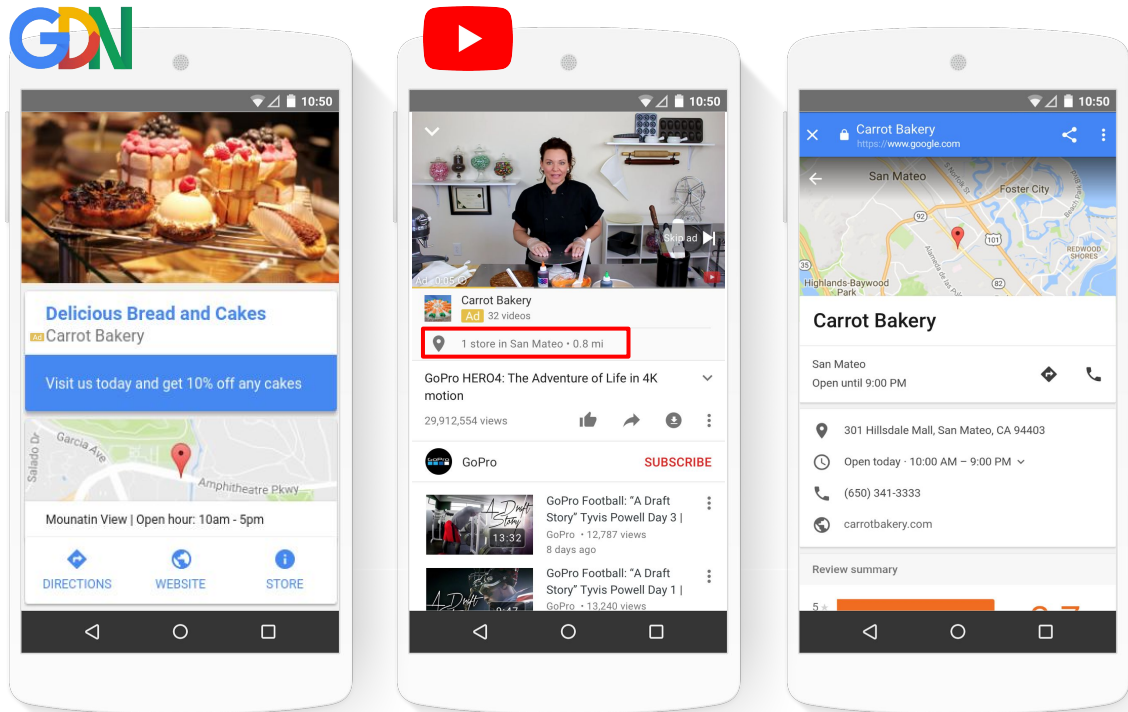


Location - Specific area around your dealership



Ad Rotation - Optimize for clicks or conversions

Capture nearby shoppers with Location Extensions for Display and YouTube



The image shows three smartphone screens illustrating how location extensions can be used to capture nearby shoppers. The first screen shows a Google Display Ad for Carrot Bakery with a map extension showing the location and hours. The second screen shows a YouTube video for Carrot Bakery with a location extension showing the address and distance. The third screen shows the Carrot Bakery Google Business Profile with a map extension showing the location and hours.

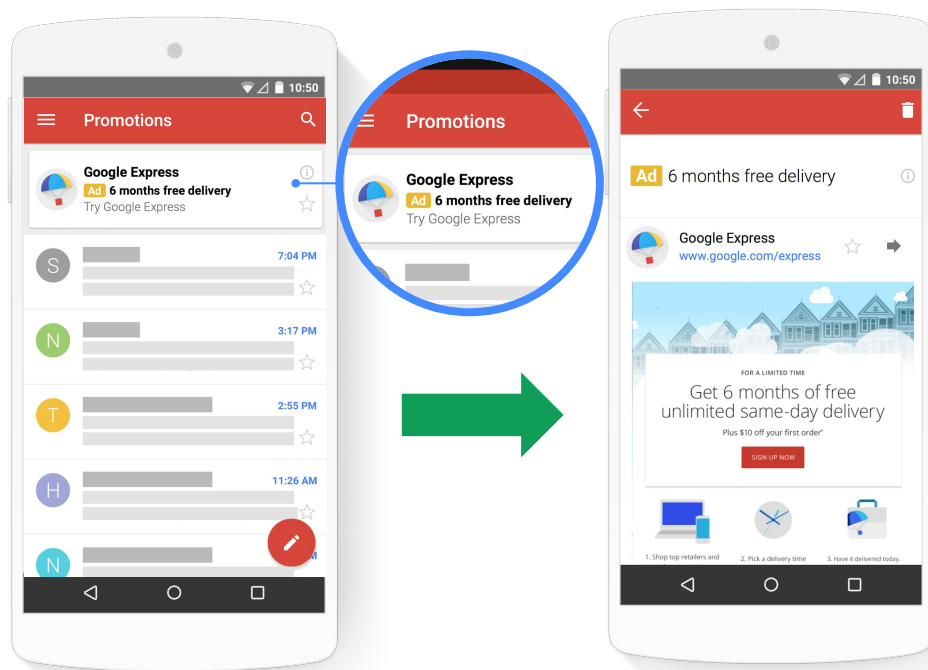
Delicious Bread and Cakes
Carrot Bakery
Visit us today and get 10% off any cakes
Mounatin View | Open hour: 10am - 5pm
DIRECTIONS WEBSITE STORE

Carrot Bakery
32 videos
1 store in San Mateo • 0.8 mi
GoPro HERO4: The Adventure of Life in 4K motion
29,912,554 views
GoPro SUBSCRIBE
GoPro Football: "A Draft Story" Tyvis Powell Day 3 |
GoPro • 12,787 views
8 days ago
GoPro Football: "A Draft Story" Tyvis Powell Day 1 |
GoPro • 13,240 views

Carrot Bakery
https://www.google.com
San Mateo Foster City
Highlands Daywood
Amphitheatre Pkwy
REDWOOD SHORES
San Mateo
Open until 9:00 PM
301 Hillside Mall, San Mateo, CA 94403
Open today · 10:00 AM – 9:00 PM
(650) 341-3333
carrotbakery.com
Review summary

- ✓ Get Directions to Dealership
- ✓ Call Dealership
- ✓ Navigate to dealership site
- ✓ View Dealership Information
 - Dealership name
 - Address (city, zip, country, etc)
 - Phone number
 - Dealership Hours (excl. holidays)
 - Business Categories
 - Review info

Reach existing customers or new prospects with prime placement in Gmail



You are only charged when someone **chooses to engage** and clicks to open the email



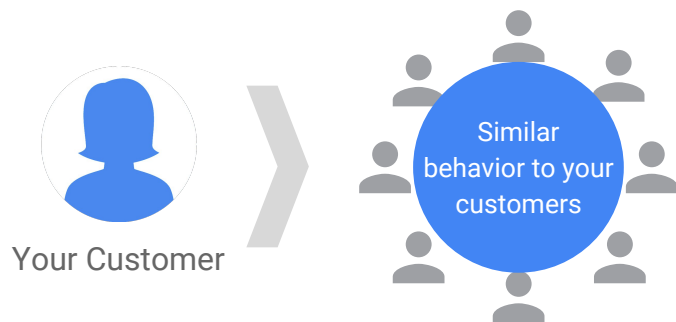
Re-engage existing customers or leads on Gmail by uploading your e-mail marketing lists into AdWords



Reach more of your best customers with similar audiences automatically generated by Google based on your uploaded lists

Expand your audience targeting

Similar Audiences: Acquire customers who share similar characteristics to people on your remarketing lists



In-Market Audiences: find customers who are researching cars and actively considering buying



Similar audiences: a closer look at prospecting new customers



Find new customers that have similar browsing interests as your existing customer base



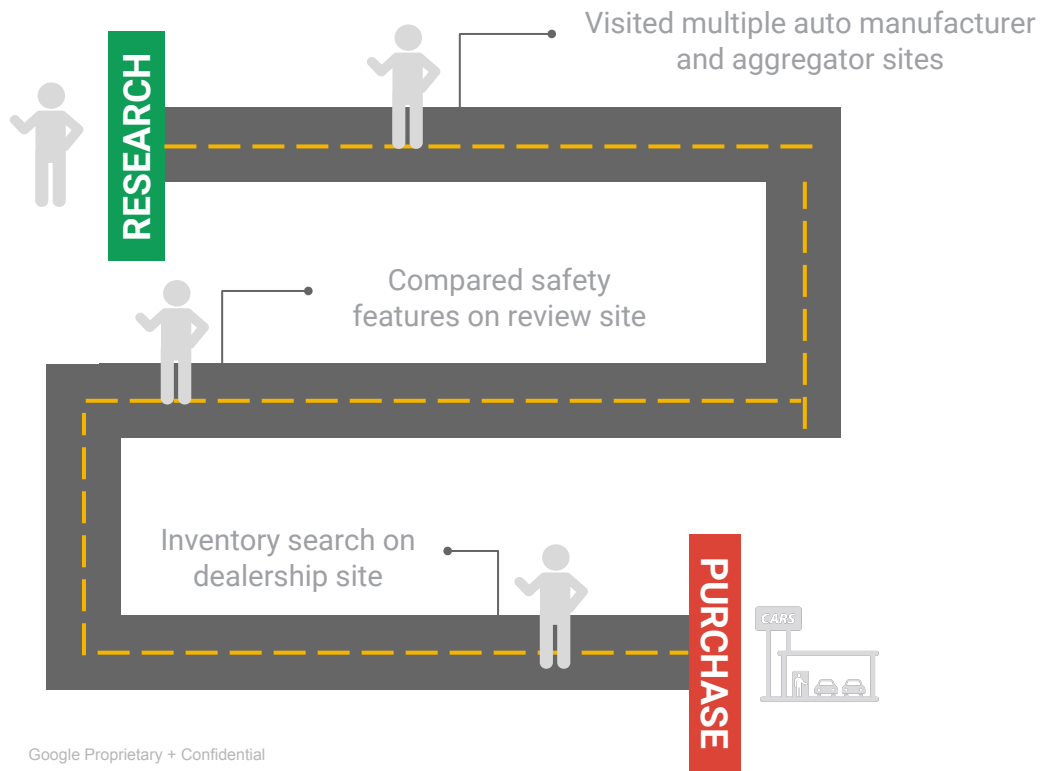
Similar audience lists are created based on:

- Your Remarketing Lists
- Your Customer Match Lists



Similar audience lists are generated automatically and updated in real time

In-Market audiences: a closer look at people who are actively researching cars



Website type and page content



Reach and frequency of visits



Views, clicks and conversions on related ads

Case Study

Fiat Chrysler Automobiles Drives 22% More Conversions With Similar Audiences for Search

“Keywords provide the strongest signal for intent, but we’ve also found that layering audience data can result in stronger campaign performance. Similar audiences for search has helped us reach auto shoppers more efficiently while improving our ability to connect with them in critical moments throughout their purchase journeys.”

— Amy McNeil, Head of Digital Marketing,
Fiat Chrysler Automobiles US

Goals

- Influence new car buyers to consider FCA brands
- Increase online conversions from new website visitors
- Improve efficiency across all search campaigns

Approach

- Enabled similar audiences for search campaigns
- Tailored ads and bids to specific audiences

Results

22%
more
conversions

14%
lower cost-per-
acquisition

11%
increase in
click-through
rates

Actions to take

Paid Search Differentiators

- ☐ **Used car campaigns:** Create search campaigns that cover “used” and “model year” terms. Prioritize the “ready-to-buy” moments
- ☐ **Fixed ops campaigns:** Create parts and service search campaigns related to the makes/models you sell.
- ☐ **Spanish campaigns:** Tap into new audiences by creating Spanish language search campaigns.

Display and Video Differentiators

- ☐ **Location Extensions:** Enable [location extensions](#) on your Display Network ads to drive foot traffic to your dealership.
- ☐ **Gmail ads:** [Test Gmail ads](#) to connect with customers through a more personal-feeling format.

Audience Targeting Differentiators

- ☐ **Similar Audiences :** [Acquire new customers](#) who share similar characteristics to people on your remarketing lists. This type of targeting is available for search, display and video campaigns.
- ☐ **In-Market Audiences:** Reach customers who are [actively researching](#) and in-market for a car. This type of targeting is the best way to expand your reach across display and video.

FUTURE GROWTH

PAID SEARCH GROWTH

- ☐ Expand Keywords to include segment & conquest

AUTOMATION

- ☐ Automated bidding
- ☐ Dynamic Search Ads

MEASUREMENT GROWTH

- ☐ Store Visits
- ☐ Store Sales
- ☐ Attribution

Expand your keywords, **beyond** the makes/models you sell, to reach customers when they're comparing multiple brands

85%

of shoppers considered
more than one brand

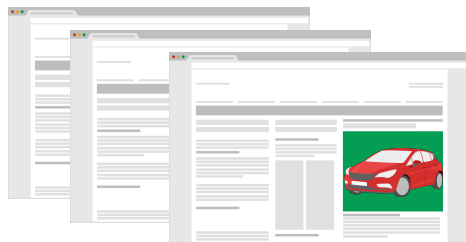
3-4

different brands
considered on average

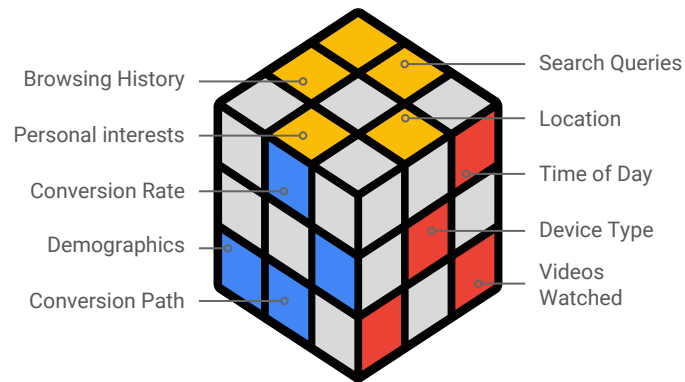
Marketing to car buyers isn't always easy

15%

of queries on google.com
are new every day

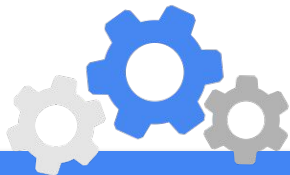


Dealer's website content is
large and inventory changes
daily



Hundreds of signals to consider
when targeting your ads

Let Google's automation tools save you time and increase your efficiency



Automated Bidding

Google takes the heavy lifting and guesswork out of setting bids by automatically bidding to meet your performance goals.

AdWords Solution:

Smart Bidding



Automated Ad Creation

Google saves you time with dynamically generated ads that update automatically.

AdWords Solution:

Dynamic Search Ads



Automated Targeting

Google helps you reach your most valuable shoppers using your performance data to automatically target consumers likely to convert.

AdWords Solution:

Dynamic Search Ads



Work smarter, faster, and win more by testing automated bidding strategies



Enhanced CPC

Achieve more conversions while maintaining control of your max CPC bids



Maximize Conversions

Drive as many conversions as possible within your specified budget



Target CPA

Attain as many conversions as possible while maintaining your target CPA



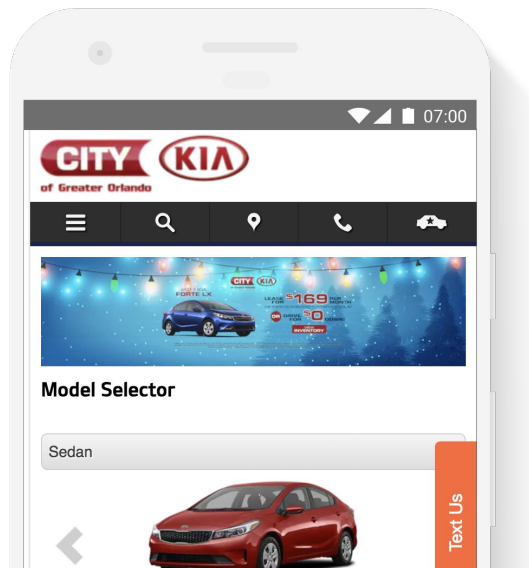
Target ROAS

Get the highest conversion value possible at your target return on ad spend (ROAS)



Case Study

TurnKey Marketing and City KIA use smart bidding to drive 35% increase in search conversions



Goals

Increase the volume and quality of visitors to website while optimizing media mix across channels

Approach

- Implement effective cost per click (ECPC) smart bidding strategy, optimizing consumer intent instead of at the keyword level.
- Use position-based attribution to attribute conversions across channels.

Results

35%

Increase in search conversions

9X

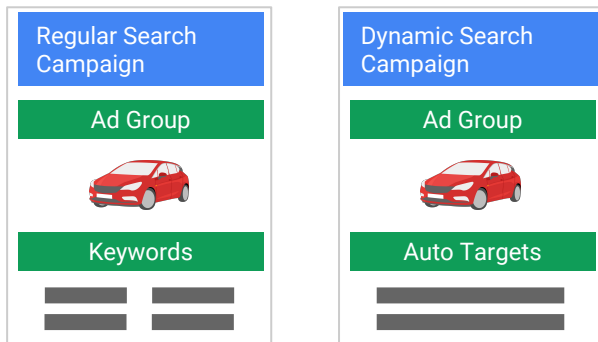
Increase in display conversions

122%

Increase in ad traffic to site

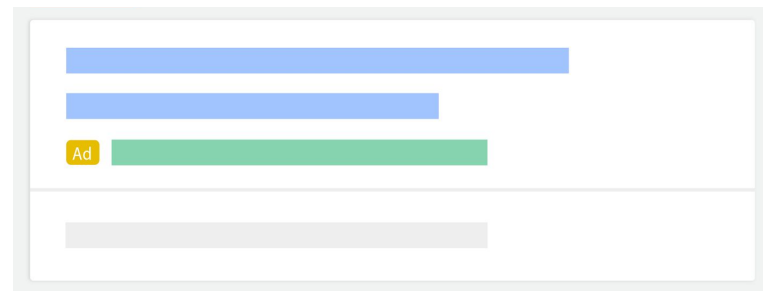
New searches happen every day, use Dynamic Search Ads to automatically target new searches with relevant ads and landing pages

1 Keywords Auto Targets



Instead of selecting keywords for each ad group, you select one or multiple relevant Auto Targets per ad group that relates to a group of keywords.

2 Search Ads Dynamic Search Ads

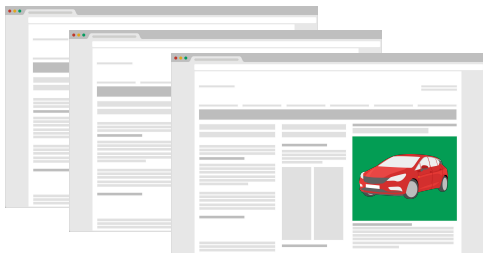


You provide the Ad Description and Google automatically generates the Headline and most relevant Landing Page.

Dynamic Search Ads: how they work

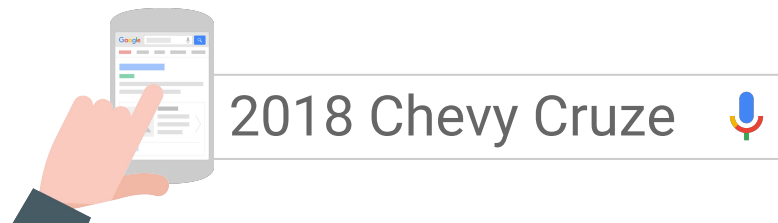
1

Specify pages of your website, daily budget and ad template



2

User types a query



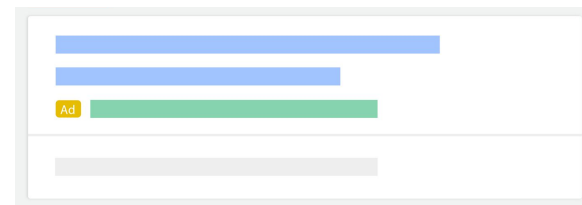
3

If no exact keyword is eligible, Google finds the page that best matches the query on your website

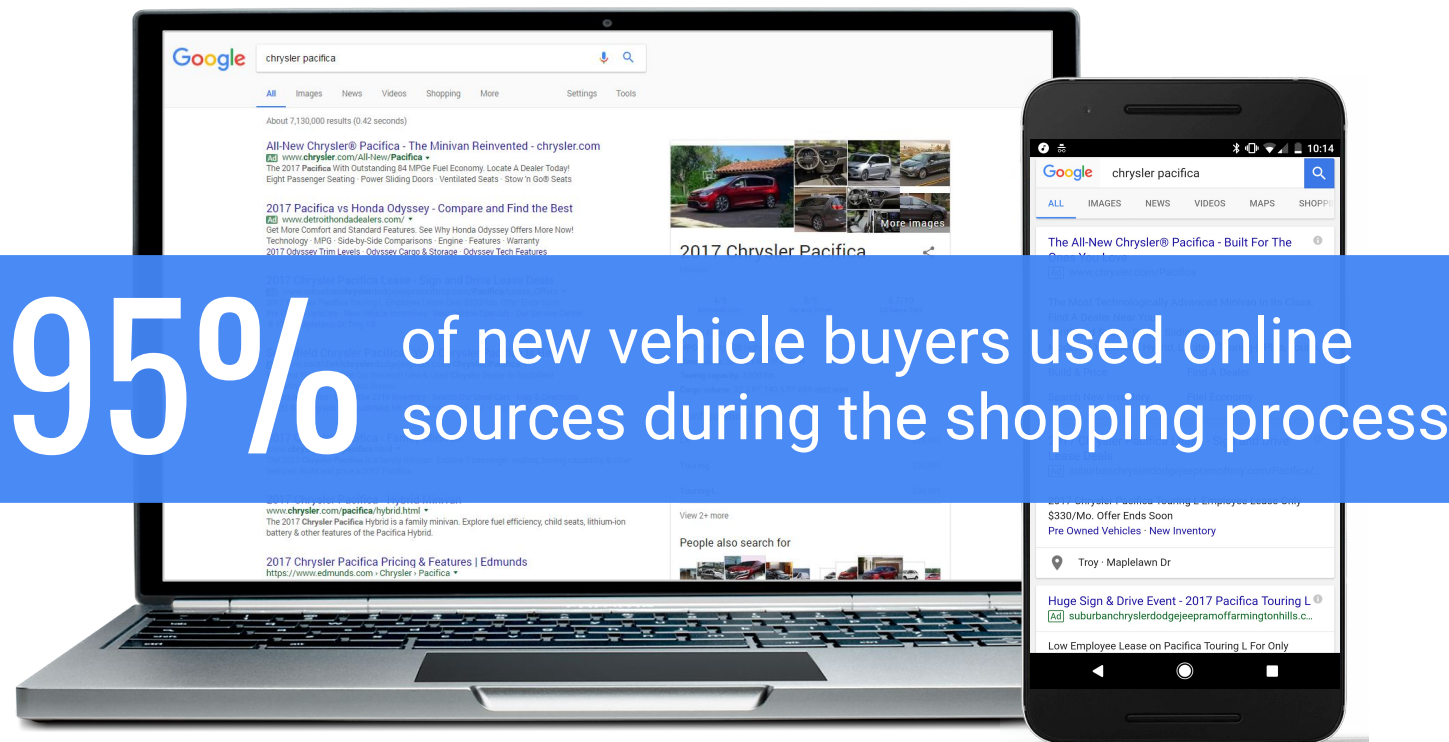


4

Google dynamically generates an ad headline and destination URL



Nearly all vehicle shoppers go online to find information



Better understand the value of your online marketing by measuring the offline impact



User Online



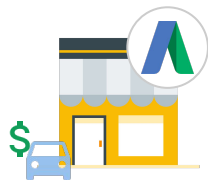
User at your Dealership

Two ways to connect AdWords activity to offline sales



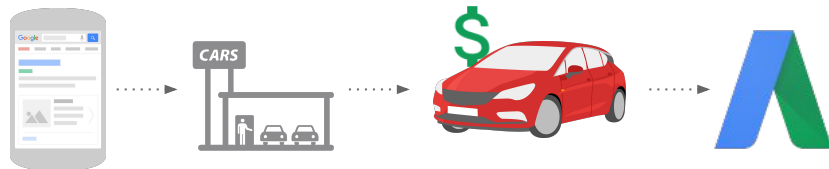
Store Visits Reporting

Connects Google clicks to dealership foot traffic numbers



Store Sales

Connects Google clicks to dealership transactions



Store Visits: a closer look at how it works

1

User behavior

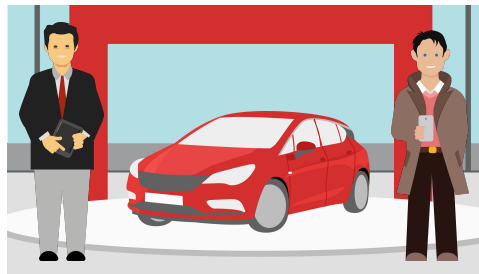


Signed-in and opted into location history

Clicks on an ad

2

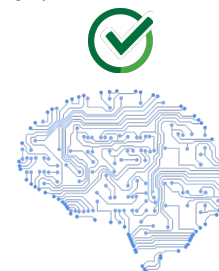
Dealership



Visits Dealership

3

Ongoing data validation (surveys) with 5M+ user panel



Extrapolated to the population
aggregated and anonymized

Backend data



GPS, Wifi
triangulation,
Location history

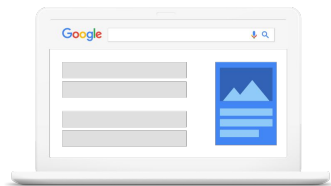


Geometry, Wifi
scanning
(200M+ locations)

of Store
Visits

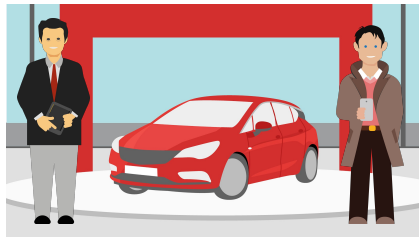
Store Sales: a closer look at how it works

1



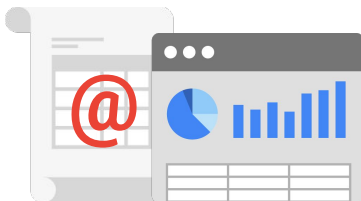
Logged-in Google user
clicks on a Google
Search ad

2



User visits dealership and provides
email at purchase (through loyalty
program or other)

3



Advertiser uploads hashed
emails and purchase value via
Google Partner Dashboard

4



Store Sales Direct matches
Google logged-in user emails with
point of sale advertiser data. The
results will then be aggregated
and extrapolated to represent an
estimation of all clicks!

Shoppers rarely follow a linear path-to-purchase

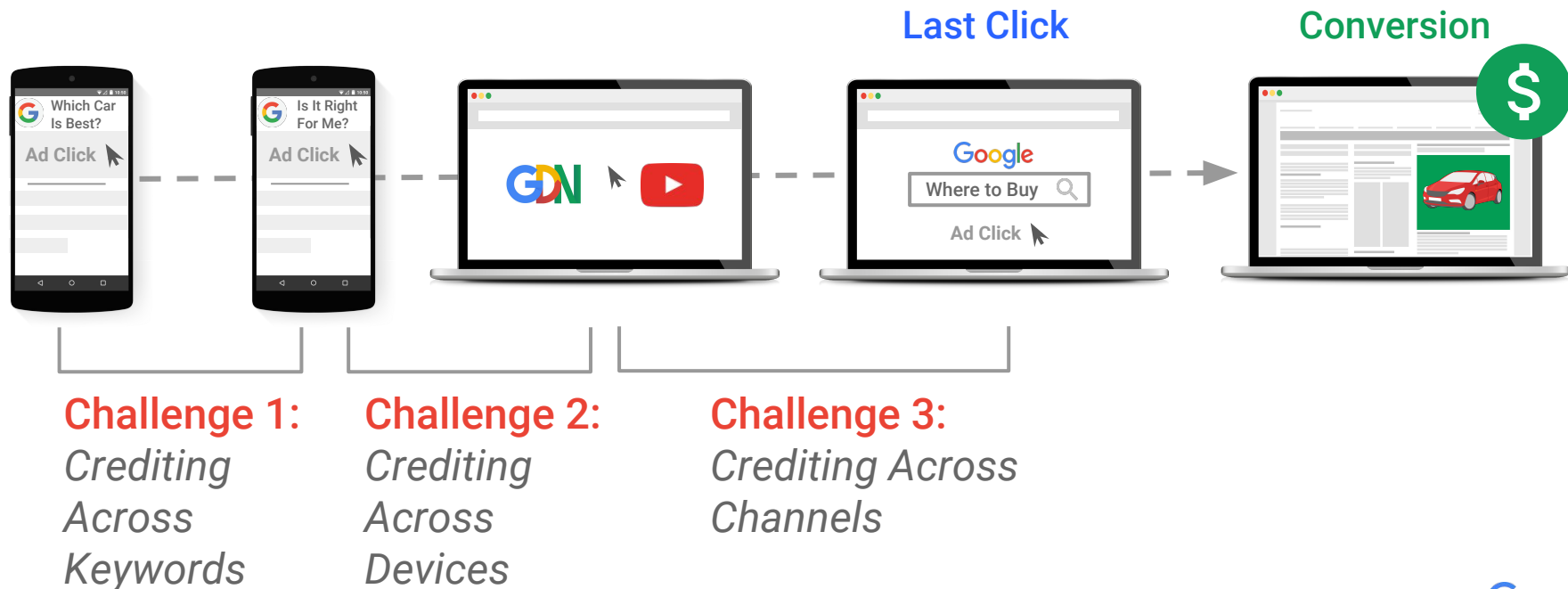


90% of people switch between screens to complete tasks



66% of your conversions take place after multiple ad clicks

Increasingly complex conversion paths introduce three challenges in measurement



Move beyond last click attribution in AdWords by testing different attribution models



Linear: credit distributed equally across all keywords

Position-based: first and last clicked keywords each receive 40% of credit; 20% is distributed across all other keywords

Time Decay: recent clicks are valued higher than older clicks (using 7-day half-life)

Don't worry if you have the "perfect model", it's more important to give some credit all steps in the customer journey

Actions to take

PAID SEARCH GROWTH

- ☐ **Segment & Conquest:** reach customers who research multiple brands, by expanding your keywords beyond the makes/models you sell.

AUTOMATION

- ☐ **Automated Bidding:** let Google's tools do the work for you and help you run more effective campaigns using [automated bidding strategies](#).
- ☐ **Dynamic Search Ads:** use Dynamic Search Ads to automatically target new searches with relevant ads and landing pages.

MEASUREMENT GROWTH

- ☐ **[Store Visits](#):** see how many people visited your dealership after clicking on your ads.
- ☐ **[Store Sales](#):** calculate the value of offline sales that are driven by your online ads.
- ☐ **Attribution:** move beyond last click [attribution models](#) to better understand your customers and drive more sales.