



Dealer Controlled Marketing Services

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FordDirect • DealerDirect **Dealer**news

DEALER SPOTLIGHT



What are you doing with paid search at your dealership?

We've been using paid search for about two or three years. What we do is target specific models with specific keywords. And then we will monitor the keywords that we use, because if they're not getting a lot of traffic we'll switch our money around to important keywords that are actually getting positive click-through action. We also target specific times such as early in the morning, around noon, and in the evening – times when people are going to be on their computers looking for cars. You want to be there and have a presence on the web but if you have a limited budget you want to be there when the customers are going to be there, and that's what we try to target. We're in the Dallas/Ft. Worth area and an example of some of the terms we've changed is we've tried our county and "Dallas County," but those weren't as successful as "Dallas/Ft. Worth." So we make sure we switch our money to the words that are going to drive traffic and get people that are clicking through.

– Kelly Blackwell, Internet Director
Sam Pack's Five Star Ford, North Richland Hills, TX

We've been using paid search engine marketing for a few years now and we have an ongoing marketing campaign with Google, Yahoo! and MSN. We use a 3rd party resource to help us coordinate our buy. Basically we use search to increase our exposure with relevant keywords that we feel best suit our marketing objectives. For example, we choose words that represent the brand that we are featuring like "Ford Fusion," "Ford F-150" or "Ford lease." Any time an in-market car buyer is searching, whatever keywords they are looking for, we want to come up in those searches.

– Carlos Mojica, Internet Sales Manager
Suburban Ford of Waterford, Waterford, MI

We use paid search to keep a 1st page position on the Google, Yahoo!, and MSN search engines. Everyone who does research, from J.D. Power to Kelley Blue Book, tells you that if you're on that first page you're going to get more visibility. Right now in this market and with the Internet being one of the most highly used sources of information, not being on the first page would really be a detriment. We use all kinds of keywords from terms like "fuel efficient" to the names of every make and model that we have like "F-150" and "Mustang" since we're a Ford store. Expeditions are hot right now in the new and used market since the cost of fuel is down right now. A month and a half ago it was a different story. So we'll change keywords constantly. When a new vehicle like the Flex comes out we will add that to the keyword structure and even run an online campaign on it. I'm fortunate to have 12 years of experience with the company so I'll do a lot of the keyword work myself but I do also use 3rd party to assist.

– Arsene Orelie, Internet Director
Greenway Ford, Orlando, FL

WHAT'S NEW AT FORDDIRECT

Drive Profitability at NADA

Visit FordDirect in Ford's booth at NADA to find out how you can drive more sales and enter to win the Ultimate Golf experience. The trip includes....

- A 3-day golf workshop at the Rick Smith Golf School in Naples, Florida
- 18 holes of golf for two people
- A 2-day spa treatment for two people

You'll also get a free Nike® Dri-Fit golf shirt when you receive your FREE Internet assessment, so please stop by.

Searching for more leads? Let FordDirect's new Search Engine Marketing Service find them for you!

Customers are online right now searching for their next vehicle. And FordDirect's Search Engine Marketing Service is a turn-key solution that will research, design and execute a keyword buying strategy that will drive these customers to your website and into your showroom.

The service buys keywords that in-market customers from your area are typing in when they conduct an Internet search on search engines like Google and Yahoo!. When a customer types in one of your keywords, we provide a link to a high-converting dealer search website that shows up in the "sponsored" or paid section of Google.

FordDirect Search Engine Marketing Service will provide:

- Focused keyword buying strategy – We will only buy the most effective keywords that drive LEADS from in-market customers in your area.
- Coordinated efforts with Tier I and Tier II – We won't waste your money buying keywords that already drive leads to you and money not spent will be refunded at the end of your enrollment year.
- Specialized microsite to turn "clicks" into LEADS – Getting customers to click your link is just half the battle. FordDirect's Search Engine Marketing Service provides a dealer-specific, high-converting search website for your dealership with content and functionality presented in a way that is proven to increase the number of leads and phone calls you receive from online customers.
- Detailed reporting – you will receive call tracking numbers and monthly metrics that will include how many email, sales, service calls and other key buying activities are

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(What's New at FordDirect continued...)

generated. FordDirect's Search Engine Marketing Service is the most cost-effective solution on the market with a total package price starting at just \$499. There are no long-term contracts; all packages are month-to-month.

To learn more about or to sign up for our new Search Engine Marketing Service visit the FordDirect booth at NADA. You can also e-mail inquiry@forddirect.com or call 866-550-7812.

Lincoln Mercury Dealers form Advisory Board

Welcome to the 16 Dealers making up the inaugural Lincoln Mercury Dealer Advisory Board. This board represents all Lincoln Mercury Dealers and works with FordDirect to provide valuable feedback and strategic direction on the operation of FordDirect. FordDirect is

- Mike Adamson Adamson Lincoln Mercury
- Richard Allen Classic Lincoln Mercury
- Ramon Alvarez Alvarez Lincoln Mercury
- Bill Demmer Jack Demmer Lincoln Mercury
- Kenon Jones North Hills Lincoln Mercury
- Tom Lynch North Florida Lincoln Mercury
- Michael Maxey Bob Maxey Lincoln Mercury
- Jeff Roush Tom Roush Lincoln Mercury
- Johnny Stivers / Eddie Stivers Stivers Lincoln Mercury
- Bob Tasca Jr. Tasca Lincoln Mercury
- Vince Trasatti Jr. East West Lincoln Mercury
- Jeff Wall George Wall Lincoln Mercury
- Chan Whiting Crest Lincoln Mercury
- Richard Wickstrom Wickstrom Ford Lincoln Mercury
- Matt Wood South Pointe Lincoln Mercury.

INDUSTRY UPDATE

Now is the time to position yourself for the future

According to an online article by WARD'S Dealer Business, dealerships won't survive the next five years without a web focus. Ward's says, people will come back into the market and they will be going to the web. Ward's says there are six steps to prepare: 1) get the right person for the web; 2) use advertising to promote your site; 3) pay attention to basics – like updating; 4) make sure your site reflects your reputation; 5) build excitement – put you entire inventory online; 6) incorporate other departments; and 7) train your staff. You can read the whole story at: http://wardsdealer.com/internet-marketing/columns/ideas_becoming_modern_dealer/

Ford again the top domestic search term

Hitwise reports that for the past two reporting periods, Ford was the top domestic automotive search term. The term went from fourth to third overall. Hitwise monitors the Internet habits of over 10 million U.S. Internet users.

COMMENT ON SUCCESS

Shamaley Ford, El Paso, TX

How would you like to have a 12.2% year-over-year increase in sales, especially in these economic times?

That's exactly what Shamaley Ford in El Paso, TX has had. And we thought you'd like to know how they did it. So we talked with Yvette Torrez, Customer Loyalty Manager (they don't call it the Business Development Center).

Yvette said, "We really take pride in our jobs at Shamaley. We take



Shamaley Automotive Customer Loyalty staff. From left to right: Coordinators Diana Marquez & Julie Aguilar, Internet Supervisor Reyna Gutierrez, Coordinators Elisa Nava & Sara Alvarez, Manager Yvette Torrez.

every opportunity to keep connected with customers and make them feel excited about purchasing from us. We realize a vehicle is one of the biggest and most exciting purchases many customers make. I think some Dealers forget that. So we treat customers like our family. We don't just want to make a sale; we want a customer for life."

"It's hard to show excitement when you're dealing with Internet customers if you use generic emails," said Yvette. "So we send customers a picture of the vehicle they inquire about and answer any questions they have. We follow that with a phone call and try to get the customer excited and get them into the dealership."

Yvette said, "Customers don't always purchase the vehicle they inquire about, so we give alternatives, like a new and used vehicle. The Sales Manager gets involved when they ask about price. He gives it to us and we continue contact. Once the customer comes in a Sales Consultant takes over."

One way Shamaley Ford keeps in touch with customers is a monthly newsletter. "It's really nice," said Yvette. "It doesn't feature our dealership unless something like a new model lineup is happening. We talk about things that are happening in the community. We also send out monthly emails about promotions that are running."

One of the remarkable things about the Internet, said Yvette, is, "We actually have soldiers from Iraq emailing us. We'll email them back and sometimes they give us a number where we can call them to discuss our products. It's really an unusual experience"

"Credit is the main problem in dealing with Internet customers," says Yvette. "They're embarrassed to find out they can't qualify. It's our job to make them realize we're here to help."

As for advice, Yvette says, "The biggest thing you have to do is create excitement in the purchase. You can't see it as just a sale. It's a big step for the customer. And you need a General Manager who sees the vision of the Internet and backs it or it won't succeed."

SHAMALEY FORD INTERNET METRICS

Average Closing Ratio	15%
Enrolled in FordDirect:	
• New Vehicle Marketing Services	
• Pre-Owned Vehicle Marketing Services	
• DealerConnection Premier Customization Service	

CONTACT US!

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