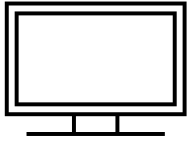




# Digital Retailing Implementation

## Introduction to Digital Retailing and Core Fundamentals

This guide was created to identify key takeaways and provide timestamps for each topic in the Digital Retailing Implementation training video which can be found at: [KiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources](https://kiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources)



**Digital retailing is performing a retail process - buying and selling - on a digital platform.**

### How to Successfully Implement Digital Retailing

- Meet the consumer where they are in the buying process
- Emphasize time savings, safety and convenience
- Orchestrate the process and keep the customer on track
- Follow up with social media tactics to promote your digital checkout
- Use dedicated Digital Retail Coaches ready to interact with customers

### Five Focus Areas

- Banners and Tiles
- Navigation
- SRP & VDP
- Pricing
- Overall Sequence

**Banner and Tiles** have four main engagement points:

- High Level Banners- Use a high level banner or tile to link to an explainer video
  - Brand your explainer video for your dealership to make the customer realize they are checking out through your company, and not another one
  - The video should contain the steps the customer should expect and, most importantly, convey the time saved
- Vehicle Appraisal
- Credit Apps
  - Opening new tabs or windows and changing URLs can be seen as red flags, and some consumers may leave the process because of this
- SRP/VDP - Make consumer aware of digital checkout option



## Five Focus Areas

**Navigation-** CTA's within new, used, finance and special menus

- Menus should include explainer video, instant trade offer and get financed online

**SRP and VDP-** The most important CTAs are checkout/buy now, trade, finance, and best price

- Checkout/buy now:
  - It's best practice to have the checkout or buy now link closest to the price
  - This and all other CTAs should drop the customer directly into the digital checkout experience to maximize its effectiveness
  - Your digital checkout tool will allow you to place the customer precisely where they are in the checkout process that meets their needs
- Trade:
  - Ensure the trade-in tool keeps the customer on your website, as customers are very sensitive to changing URLs and new windows
  - Linking out to another website will decrease overall conversion and close rates
  - Use your branding on the trade-in tool to keep customers comfortable
  - Having your trade and credit tools and digital checkout tool tightly integrated with your website is key to achieving higher conversion rates and close rates
  - When customers use your digital appraisal app, you can expect them to accept the offer, often without further negotiation

**Pricing**

- Manage pricing and offers
  - Make sure the price within your digital retailing tool matches the price on the SRP and VDP
  - Only afterwards is it acceptable to let the customer choose the appropriate offers and discounts that apply, thereby changing the price
- Additional Incentives
  - Offer an additional incentive to a customer if they create an account and submit their lead info on your website
  - Consider a 4 day cyber sale, or other limited time event with extra incentive

**Overall Sequence**

- Once the customer clicks buy now/check out
  - Drop your customer into the digital checkout process, starting with the trade in process
  - Note: make it clear the customer can just sell a vehicle as an option
- Lead information
  - Directly after the trade in appraisal, ask the customer for their lead information
  - This sequence has the highest chance of obtaining high quality leads, and a greater chance of sale
- Accessories and protection plans
  - Allow the customer to choose the options that work for them
  - Offer easy to read brochures, photos and videos explaining their benefits
  - Customers are more likely to add these online than in person
  - Include an option for a dealership customer care plan at zero cost to the customer
- Credit application
  - Ensure seamless transmission of specific vehicle information to the lender for a hard credit approval