



# Modern Retailing Best Practices for Kia Dealers

How To Be The Best Way to Buy a Car

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)



**What is digital retailing?- It's just retailing. Modern retailing is using your available technology to make your day-to-day retailing operation more effective and efficient for you and your customers**

## Creating a Culture

### Assembling and Empowering Your Team

- Expand the roles and responsibilities of your "Digital Showroom Department" by empowering them to collaborate with online shoppers using the tools you have at your disposal

### Make Time For Training

- Give your team the opportunity to learn your technology and get better at seamlessly including it into your operations. Your partners are here to help you do more than just install your tools

## Best Practices to Prepare Your Website

### "How To" and "Why Buy" Landing Pages

- Having a landing page where the website visitors can learn how to use the tools you have on your website, along with a landing page that describes the modern retailing experience you provide will help shoppers better understand the most efficient path to purchase with your dealership

### Homepage Messaging

- Make sure you're touting your online shopping experience front and center on your homepage

### Personalized Messaging

- If your web platform supports personalization standards, serve visitors with relevant messages based on their previous shopping history, or where they're located

### Tell Your Story With Video

- Incorporate a video on your landing page and/or homepage section to quickly show your customers the benefit of buying online from your dealership



# Modern Retailing Best Practices for Kia Dealers

## How To Be The Best Way to Buy a Car

### Clear the Path to Purchase

- Remove competing CTAs: digital retail leads are often the most valuable type of leads for your team with customized payments, multiple vehicles of interest, and a clear path to purchase- so funnel your traffic there by removing other CTAs that lead to dead-end forms and are less likely to convert into sales
- When users are presented with too many competing choices, oftentimes they make no choice at all. Take a hard look at your VRP cards and remove those CTAs, widgets and 3rd party tools that distract from your user experience, so your main goal is clear

### Connect Conversions

- When you use multiple providers within your digital platform, you might not be getting the full picture of your conversions if goals and events aren't set up in Google Analytics for things like your chat, trade-in and digital retailing tools

## Connect Your Marketing

### Offer Ads vs Brand Ads

- Go beyond advertisements centered on price and payment. Add experience based creative into your mix to show local in-market shoppers why your dealership is the best choice to do business with

### Be Everywhere Car Shoppers Are

- It's not video advertising. It's advertising to local in-market shoppers on the platforms and devices they use who are most likely to engage with your dealership- using video

### Campaign on Google Ads

- Align your headline to match search results to grab user attention
- Talk about your USPs and the benefits from buying online in your ad copy
- Include sitelinks to direct users to related how-to content

### Use Sitelinks in Make, Model and Dealer Campaigns

- For your make, model and dealer campaigns- include a site link to a landing page on your website that describes how your online and in store retailing experience are designed to offer the best shopping experience available

### Conquest the Disruptors

- When local shoppers are searching on google using Carvana or Vroom keywords, present your dealership as the friendly local dealer who also has an online car shopping experience

### SEO Best Practices

- One well written page can rank for multiple queries so make sure your content is relevant and detailed. Remember, if it's useful to real people looking for real answers- then it will be useful to search engines too



# Modern Retailing Best Practices for Kia Dealers

How To Be The Best Way to Buy a Car

## Organic and paid social posts

- Sharing your new car buying experience on your social channels is the perfect way to announce to the world that you are the best new way to buy a car, completely online

## Google My Business

- Utilize the available space within your Google My Business profile to let consumers know that you have the tools to help them shop for their next vehicle on your website

## Send an email to your customers

- Email is still a great way to reach your existing customers with newsworthy updates- so go ahead and tell each and every one of them about your new, modern retailing experience

## Future Proof Your Follow-up

“94% of phones calls will go unanswered when it comes from an unidentified or unfamiliar number”

### Have a "Text First" mindset

- When it comes to following up with your online shopper leads, remember that 80% of consumers would rather message a business than call or email. Make text outreach your number one method to establish contact
- Reengage online shopper with a text message- People don't just add a vehicle to their cart and buy with one click like it's a toaster on Amazon. Just like in store, customers need your team's expert help in exploring and discussing their options, and now you can instantly engage them in that conversation by sharing a magic link that clicks directly into their personalized garage

### Real-time virtual desking

- Work alongside your visitors while they're actively using your website tools just as if they were sitting at your desk

### Incorporate it into all lead follow-up

- You're still going to get leads from other sources on your website and via 3rd parties. Make sure your follow-up includes links to encourage these folks to take your online car buying experience for a spin

### Automated email drip campaigns

- If texting isn't an option, setup an automated email drip campaign that will send scheduled emails to digital retailing prospects that you've yet to make contact with