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# More ways to use video.

a video marketing guide  
by **AutoRevo**.

# Take a good look at your dealership...

Who wants to read? *(funny that we're asking that in a written guide, right?)*

Now, who wants to watch a movie?

Easy choice, right? Let's face it, in almost every case, a video is just more enjoyable. Dealers already know that it's important to use videos with your inventory, but most don't think about all the other great ways to use video.

Reach out and make a personal connection with your customers. Check out our video ideas, and then come up with your own!



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## Great uses for video

Video technology is nothing like it was just a few years ago. It's easier than ever to use, it's versatile, and it adds a personal element in an era when people are surrounded by texts and instant messages. Studies have proven time and again that video use increases engagement exponentially on websites.

Dealers already know that video is great for vehicle details pages - but have you ever thought about how you can use video on other pages of your site? Let's look at a few areas where you can use video to help promote your dealership and drive sales.

### Dealership introductions

Who are you? How'd you get started? What type of inventory do you carry? What's your specialty?

These are just some of the questions that you could answer about your dealership in a brief introduction video from the owner, GM, or Sales Manager. Talk about how you take care of your customers. Explain how you're a better choice than the other dealers in town. Give customers a reason to come buy from you. Once you have a video you like, keep it on your "About Us" page.

### Get more customer reviews

Everyone wants customers to leave positive Google reviews, Yahoo! reviews, and eBay feedback. Nothing communicates sincerity like quick videos of satisfied customers. People realize that a "Testimonials" page isn't a reliable gauge of customer sentiment. Obviously, you're only going to post the best of the

best reviews, so no one really pays any attention to written testimonials. When you post real customer videos, you're much more likely to have customers take a look. The videos will also help potential customers develop that crucial sense of trust in your dealership.

Invite your most satisfied customers to sit and talk about their shopping experience for a minute or so. You'll be surprised how easy it is to get happy customers to gush about you, but try to keep your videos brief and to the point.

**CAREFUL:** Only post a testimonial video if you have the customer's permission to use it. Once you have permission, don't just post it on your site. You should post your video reviews to your Facebook page, your blog, and your YouTube account to maximize your dealership's online exposure.

## Virtual walkarounds

It takes just 60 seconds to record a clip of how great your vehicle looks and sounds. Customers tend to put more trust in videos than photos, since photos can be misleading or flat out faked. Many times, just walking around your vehicle without saying a word can be enough – but walkaround videos with dealer descriptions have proven to be far more successful.

Most dealers have photo slideshow videos on their vehicle details pages now. Sure, it takes more time to create a video walkaround for every vehicle, but it's worth the extra effort if it helps you stand out from your competitors and attract more leads, right?

**A few tips:** Don't forget to let the engine run to show that it's working properly. Also, don't just point out the good... make sure you show anything bad.

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If there's a door ding or a small dent in the fender, make sure you show it in the video. In fact, those little imperfections look less drastic on video than they do in your photos. Trust us, it's easier on everyone in the end to be transparent. You'll avoid any accusations later, and your customers will actually appreciate your honesty.

## Video voicemails

Your sales team can apply the one-on-one feel of video to record quick introductions to send to customers when they receive an email lead.

**EXAMPLE:** "Hi, I'm Zach Everett, and if there's anything I can do to help you with your purchasing needs, please let me know. You can reach me any time it's convenient at [number]. I'm looking forward to talking with you soon."

Think of using these quick introductions like a video voicemail, so to speak. Share your contact information and a friendly smile - and that will go a long way towards making a better customer connection than your competitors. Also, take a photo of your business card, or have a digital business card, and use that to text or email your information to customers.

## Test drive and show appointments

One dealer we know sends video reminders for scheduled test drives. Once he sets an appointment, he shoots a quick video of himself and the actual vehicle, saying something like, "Hey there, I've got your 2002 Ford truck all cleaned up and there's plenty of fuel in the tank. It's all ready for your test drive at 4:00pm today." Once he started sending these quick videos out, he immediately saw results - he rarely had a customer not make an appointment.

He didn't do anything fancy - it was just a simple 20 second cell phone video, but it was something innovative that customers had never experienced before. In the same amount of time that he would spend making a reminder call, he creates the reminder video and sends it to the customer - and gets much better results.

## **Come up with your own**

There are a ton of possible ways you can use video to promote your dealership. While it takes just a little more effort, quick, painless, and always returns great results.

Remember - you want to make your dealership stand out from your competitors. Video is a simple way to do things that your competitors are too lazy or complacent to think about. Make this your opportunity to increase your dealership's presence online and build customer confidence in your dealership. Don't miss out - start recording today!

*I'm Zach, AutoRevo's Dealer Trainer, and I'm here to help any way I can. I have an extensive background in marketing vehicles exclusively on the Internet. I'm not a software guy - I'm a car guy who experienced first-hand the value in the tools that AutoRevo provides. Feel free to contact me with any questions or concerns. I look forward to helping you be more successful.*

# We hope you enjoyed this guide...

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Unlike other providers who forget about you until you complain about a technical problem, AutoRevo is dedicated to helping each and every dealer succeed.

This video guide is one of many free guides that we provide for our dealers. We've worked with thousands of dealers through the years, and we want to share our knowledge and experience to help dealers be the best they can be.

Real data, real solutions, and real success. From vehicle acquisition to point of sale, we're with you every step of the way.

