



CUSTOMER MADNESS

**HOW TO CREATE A
FRENZY OF CUSTOMERS
IN YOUR STORE**



Free, Customized Traffic Scale Report will show you, very specifically, the benefits of awakening the Sleeping Buyer in your market.
[Click here](#) to claim yours.

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Customer Madness: How To Create A Frenzy Of Customers In Your Store

The number one thing that all dealers are looking for is more leads—more traffic. It seems to be a constant struggle for dealerships to motivate a steady stream of customers into their stores week after week, month after month. But it doesn't have to be that hard.

These 6 quick tips will help you double your traffic, leads and sales consistently, so you can grow your business in a strategic, scalable way.



Score More Customers— Become The Only, Obvious Choice

If you open a newspaper or turn on a radio, one thing becomes immediately clear—**all dealerships look and sound the same.**

They are all pushing prices and vehicle selection with bright, bold colors or even bolder, booming voices of voiceover artists. Does this work? *Maybe.* But we doubt it.

The reason we doubt that this works is because above all else what people want is a buying preference—a reason to choose one store over another, a reason to choose one brand over another, a reason to choose one dealership over another.

WHY?

Because making decisions is hard. There are a million options out there for just about everything. I mean, you've heard of FOBO haven't you...**Fear Of Better Options?** We've all got it. Especially if you're unfamiliar with a product and especially if it's a big-ticket item—both of which are true for most car buyers.



Left without a clear buying preference, customers will resort to choosing a dealership based on location, availability or price because these are the easiest parameters to research on their own (thanks to the way most retail automotive advertising is setup) and because these are common points of comparison that can apply across all industries, from electronics to appliances to cars.

But it doesn't have to be this way. Because when you are selling cars, you are selling more than just a product, which gives you the opportunity to establish a buying preference in many ways.

Why should someone choose you? The answer to this question could be the key to giving your customers a buying preference. There is no one right answer. Each dealership is and should be unique. So examine your people, your values, your buying experience and try to uncover what makes you truly and uniquely valuable when compared to the other options in your market. Doing this will allow you to create an apples to oranges comparison, which will actually pull customers into your store.



Get Your Head (And Message) In The Game: Enter The Conversation That's Already Going On In The Marketplace

People, by and large, are all floating around in their own little worlds. They're driving to work, picking their kids up or dropping them off, driving to the grocery store, and all the while, they're probably listening to the radio. But not much is getting through. In fact, even a screaming voiceover artist touting the lowest price in town isn't going to get through to them as they recite their grocery list, re-think their to-dos and listen to their kid talk about their day at school.



But when they're thinking about what they need to buy for Thanksgiving dinner and their kids are telling them about the Thanksgiving play and suddenly your ad comes on and taps into that conversation, **you've got them hooked.** You've tapped into the rhythm of their lives—what they're already thinking about.

One way to do this is to be thoughtful by planning a monthly campaign that will hinge on what they are likely already thinking and talking about and then craft a personalized message, tell a story and get them excited about coming into your dealership because it seems fun and different.

This style of promotional messaging has the ability to drive a huge amount of additional traffic to your dealership because it will stand out and be relatable.

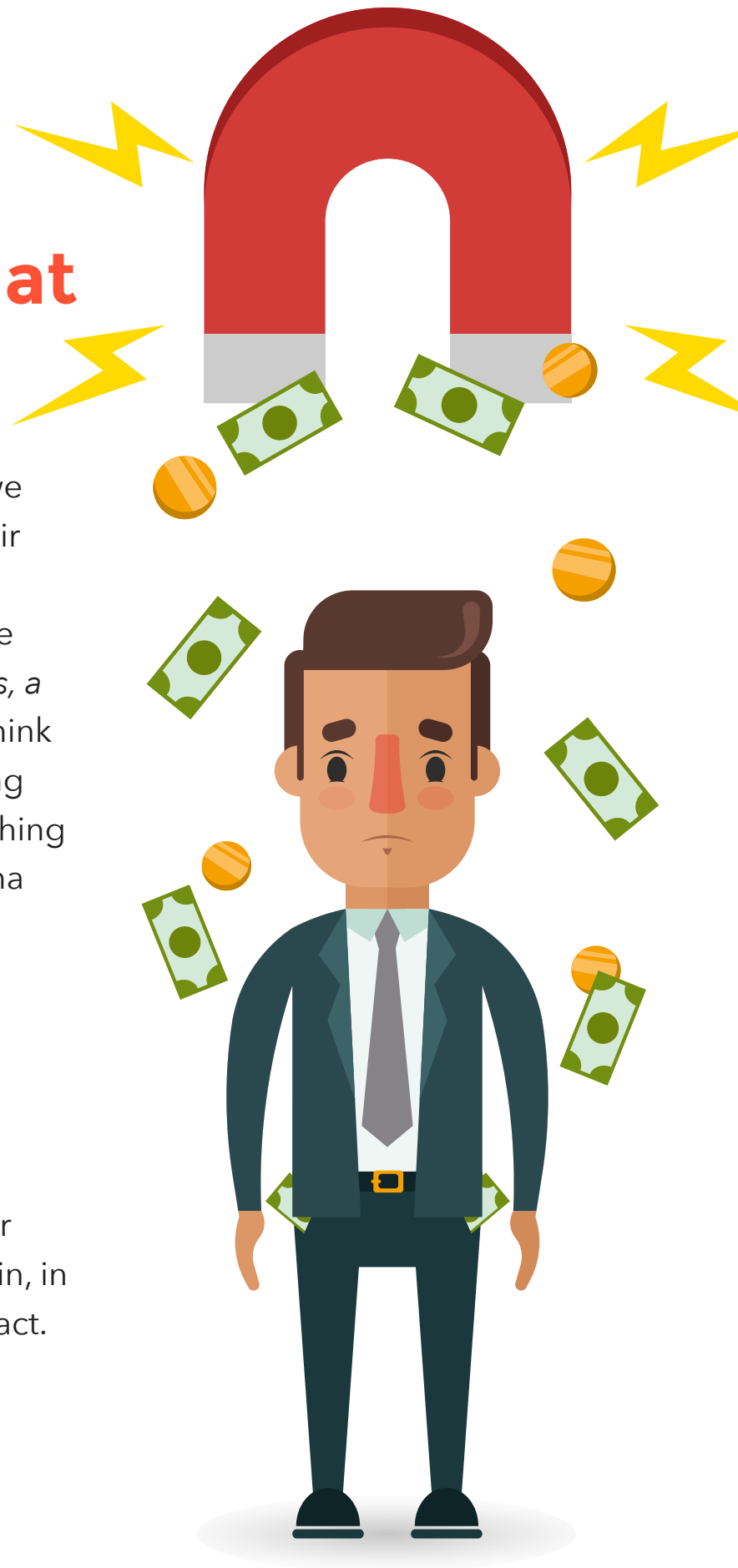


What's Your Media MVP? Dominate That Media First

One of the biggest mistakes we see dealerships make with their advertising is that they spread their media budget all over the place. *They do a little bit of this, a little bit of that.* Most people think this means that they're covering all their bases. If there's something out there that works, you wanna have a few bucks in it, right?

WRONG!

The problem with spreading your money around like this is that you're also spreading your message incredibly thin. So thin, in fact, that it won't make an impact.



In order to make an impact in any media, you need to reach a certain frequency. That's right, **if you want your media dollars to move the needle, you must reach a frequency that will be impactful.** If you aren't reaching that frequency, you might as well not be present at all.

So instead of spreading your media dollars all over the place, pick one media first. Fine tune your approach to that first media and then ramp up your presence until you completely **dominate it.**

If you've gotten to the place where one week of radio is working for you, ramp it up to two weeks. If two weeks is still delivering the ROI you're looking for, add a third. Wait until you've completely maxed out, dominated, that media before adding on a new one. This will make sure that your approach is scalable, that you're getting a positive ROI on all your media spend and that you know where results are coming from.





Star Power: Use A Real Personality In Your Advertising

Many “experts” will try to convince you that the best way to get your message across is through hiring a voiceover artist or by paying an on-air personality to promote your dealership. **We disagree.**

Think about all of the other dealership ads you hear. Don't most of them use voiceover artists? And how many products do the on-air personalities promote every hour? **Doing the same thing as everyone else is not going to help your dealership stand out from the crowd.**

You should use a real personality in your ad, either yourself or a front person that you know will be with the dealership through thick and thin. This is much more powerful than hiring someone to communicate your message for you, and for a lot of reasons.

First, being the personality in your own ads allows you to communicate your message with a level of passion that a hired hand just won't have. Second, people are more likely to connect with you because you're a **real person**. And they're also more likely to remember you.

Creating marketing around a personality (**YOU**) allows you to create a strong bond with prospects. And that's powerful. Done effectively, that bond grows into trust, even friendship, making more people choose you first over all your competitors.



Slam Dunk—Market To More Than Just The In-Market Shoppers

Right now, **only about 2% of the population is actively shopping for a car.** That's a pretty small pool of potential customers.

But the other 98% of people would like to drive a Nicer, Newer® car. There's just something standing in their way—a problem, a misconception, a feeling.

Maybe they're nervous about the car buying process. Or maybe they think that they owe too much on their current vehicle to upgrade right now. Or maybe they think that they can't get approved. It could be any number of things, but the truth is, you're helping people overcome these concerns every day.

If you start using your marketing to demonstrate that you can provide a solution to not only these problems but any problem that's keeping them stuck in a car they hate, you can motivate this huge group of people into the market.



This opens up a whole new pool of customers for you that no other dealership is trying to attract.

That doesn't mean that you have to stop marketing to the 2% of people who are already shopping. We just recommend that you devote more of your energy waking up the **Sleeping Buyers**—those people who would like a Nicer, Newer® car but aren't currently shopping. It's a much bigger pool of customers and no one else is marketing to them!

Plus, the in-market shoppers will find you anyway because they're actively looking for you.



More Points Per Possession: Maximize The Conversation Rate Of Your Website

Most retail automotive websites don't convert. *Period.*

In fact, the industry average is for websites to only convert at a rate of 2-4%.

This is a **BIG** problem. It means that 98% of people who visit your website leave without giving you any opportunity to follow up. The main reason for having a website should be to convert traffic to leads by collecting a few small, but valuable pieces of information, specifically name, email and phone number. That way you can follow up with them and provide a real solution that may or may not be available on your website.

Most dealers believe that people aren't willing to part with this information, but the truth is that they are! Especially if you offer them something they want in return, like a peek at your inventory, specific vehicle details, or even a special online-only price.

But that means you can't, or shouldn't, give them a reason to check you off their list before you get the information you need to help them. Instead, ask for their information up front. **Our members do this regularly and enjoy conversion rates of 20-45%.** What would you do with at least 10 times the leads you have now?



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MORE INFO

If you're interested in more information on how to multiply the amount of leads and traffic your store is seeing, give us a call right now at (407) 505-6494. Let us show you how you can start selling more now, just call (407) 505-6494.



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Jimmy Vee & Travis Miller are experts on attracting customers, authors of ***Gravitational Marketing: The Science of Attracting Customers*** and founders of **The Traffic Institute**.