
Applying the Secrets of Google's Success

How Your Dealership Can Win More Consumers Online

From an interview with Pat Ryan, Jr., CEO and Co-Founder of INCISENT Technologies.

FACT: 70% of all internet searches use Google

FACT: 98% of all mobile searches use Google

FACT: At its peak, GM only achieved 50% market share

FACT: At its peak, the Ford Model T only achieved 50% market share

FACT: In only 12 years, Google has become the most successful company of our time with a market value of \$150 billion

Bottom Line: Every business's online strategy must be based on the secrets of Google's success.

The Internet Empowered Consumer

Today, 88% of consumers go to the Internet before purchasing a vehicle. The average consumer will spend 6.5 hours researching online before visiting 1 to 2 dealerships. The days of driving the lane and visiting 5–7 dealerships has become a thing of the past. Now, if dealers expect to win customers on their lot, they must first win them online.

The New Revolution In Online Advertising— Learning From Google

Dealers have been led to believe that all they need to know about Google is Search Engine Optimization (SEO) and Search Engine Marketing (SEM). But these are not the secrets to how Google achieved 70% share. Google's success boils down to one word: RELEVANCE—Maximizing Consumer Relevance. Google and many other successful Silicon Valley companies have been the first to embrace the fact that online advertising is not an art—it's a science—*The Science of Maximizing Consumer Relevance*.

While the science of online advertising started with Search Engine Optimization, the next level is Consumer Optimization. Just as Search Engine Optimization makes it more likely that a search engine chooses your web page, Consumer Optimization makes it more likely that a consumer picks your online (vehicle) ad.

For dealers, Consumer Optimization begins with identifying everything relevant about your car to consumers. Credibility is the key with the consumer; ensure that you provide evidence for choosing your vehicle—not spin.



To view Pat Ryan discussing the Secrets of Google's Success, visit www.ConsumerOptimization.com

Pat Ryan, Jr. is the Chief Executive Officer and Co-Founder of *INCISENT Technologies*, maker of FirstLook Inventory Management Systems and MAX Internet Advertising and Marketing Systems. The Company was ranked as the #4 Fastest Growing Software Company in the United States in *Inc Magazine's* Top 500 List as well as the #1 Fastest Growing Company in the Automotive Sector.

Pat is widely followed as a thought leader and speaker and can be reached at pat@incisent.com.

For example, consumers looking for a family car will be interested in relevant safety features such as:

- Side-curtain air bags
- Anti-lock brakes
- All wheel drive
- Five star crash ratings

Consumers will want to evaluate the fairness of your price, provide relevant pricing data—such as your price vs.

- Original MSRP
- Kelley Blue Book
- Edmunds True Market Value

Use relevant data to build assurance with the consumer that they are not buying a “lemon”:

- One-owner
- Certified
- Low-mileage
- Remaining Warranty
- Quality of Reconditioning

Instill confidence with the consumer with relevant third-party accolades:

- Expert reviews
- J.D. Power ratings
- Manufacturer awards

Most Searched Equipment

Because online vehicle ads have limited space, prioritization is key to maximizing the consumer relevance of each ad. Avoid the common and costly mistake of composing your ad with alphabetized VIN data.

Optimize the use of your space by prioritizing most searched equipment rankings:

- Leather
- Navigation
- Sunroof
- 3rd row seats
- Manual transmission
- DVD
- Tow package
- Bed liner
- Quad seats
- Turbo
- Overhead airbags

Finally, Ensure Consumers Buy from Your Dealership

Avoid hype and spin, provide consumers relevant evidence why they should buy from your dealership:

- Have you won awards from your OEM?
- Have you won Customer Satisfaction or Better Business Bureau awards?
- Do you have the biggest selection in your area?

Practice the principles of Consumer Optimization in your online advertising, marketing and sales—and you will maximize your opportunity to win more consumers online and in your store.