



BEST PRACTICES: CONNECTING WITH DIGITAL SHOPPERS USING VIDEO

As vehicle shopping continues to move towards digital, vehicle sales are won and lost on your digital showroom. To close more deals and stay ahead of the competition, your dealership needs to stand out from the competition and offer something they don't – and that doesn't just mean lower prices.

Video content optimizes your online merchandising and provides an immersive, customized experience to shoppers. Video not only offers consumers an in-depth look at a vehicle, it is a great way to gauge the engagement and reach of your audience.

According to Cisco, online videos will account for 80% of all consumer internet traffic by 2020. This trend in the popularity of video is because not only are videos informative, they're entertaining and require less work from the shopper. Video driving engagement also translates to automotive. According to car shopper data from Autotrader, vehicles with videos receive 18% more vehicle details page views than inventory without video.

To be successful with video, consider the following:

1. Quality Comes First

A video can win or lose a customer based on a single factor, quality. A grainy, low resolution video isn't likely to give a customer the level of detail they desire. Nor is a video that is shaky, unfocused and has a long load time.

Choose recording devices that will provide the best quality video you can afford. Luckily, most new smart phones come equipped with high-resolution photo capabilities. Keep videos steady, focused and always have your car in frame. Zoom in on attractive features and don't be afraid to call out equipment through video editing and overlays.

Did You Know...

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Also...

Vehicles with
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without videos.²

1 - <https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html>

2 - Autotrader Netezza Tables - 2018

2. The 1-Minute Rule

This can be a tough one for certain types of vehicles, but research shows that most consumers lose interest in video as it nears the one-minute mark. A general rule of thumb is to keep videos to 60 seconds, but some cars require more attention and time than others.

Use your best judgment here. If a car warrants some extra footage time, then do so. The right buyer will sit through the entire video and appreciate you going the extra mile.

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3. Virtual Test Drives

New trends are emerging in the retail clothing industry to keep shoppers engaged. “Virtual try on” videos are short custom videos of models trying on different clothes available at a store. This gives shoppers a live look at the items and how they may (or may not) fit on them, while giving a realistic view of the cuts, patterns and overall style.

While not quite the same for a vehicle, your videos can be used as a “virtual test drive.” Put somebody in the car, show them playing with infotainment and driving the car. This will give your customers the chance to envision themselves in the vehicle and therefore allow them to make a well-informed buying decision.

4. Interactive Information

Videos are a fantastic way to get shoppers interacting with your listings. Be sure it offers everything else they need to. Often, Vehicle Details Pages (VDPs) can be overwhelming and pertinent information can be lost on a busy page.

Try inserting attractive information on a vehicle, or your dealership, into the video. Call out features, dealership specials, warranties and service deals to give your vehicle an advantage. Use video to explain why the shopper should buy from you and not somebody else. In a 2020 study from Cox Automotive, including information about vehicle maintenance and tips for online car buying into videos also ranked as important to car shoppers.

5. Track Engagement

It’s one thing to use video in your online listings, it’s another to see if they’re actually working. Track the views, shares and saves for each video. Shopper behavior shows that the more a video is viewed on a VDP, the closer it is to selling.

Try several types of videos and see which resonate with customers the most. Then use responsive and retargeting techniques to display recently viewed vehicles to a shopper each time they visit your website.

Conclusion

Whether your dealership is new to video marketing, start with one of the above best practices and measure the results through tracking engagement. If you have a video marketing strategy in place, audit your process to make sure you’re improving in each key area. Digital retail is a large shift in our industry, the dealers that quickly adapt and differentiate their merchandising will gain a competitive advantage in the marketplace.