Don’t Be Fooled By These Three Automotive Marketing Hoaxes
Request Your FREE Traffic Scale Report today to see how much more traffic your advertising could be generating using this secret formula.

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Don’t Be Fooled By These Three Automotive Marketing Hoaxes

Anyone who knows us will tell you that we’re straight shooters, which is why we think it’s time for some long overdue talk about automotive advertising and the way most agencies approach dealership marketing.

Believe us, with more than 20 years of experience in the Automotive Marketing industry, you better believe that we’ve heard it all. And the hard truth is that most automotive marketing tactics are not going to help you sell more cars or make more money.

Why?

Because these methods were created by agencies and vendors who are more concerned with keeping you on the hook and meeting their targets than helping you meet yours.

But we know if you really want to drive more traffic, sell more cars and be hugely successful, you need to quit falling for these hoaxes and trying crazy gimmicks that just don’t deliver sustainable results. In fact, these things are often so far from being results-driven it’s a joke! So don’t be fooled; start making moves that actually generate results today.
Hoax 1: Inventory Drives Traffic

We often hear recommendations about stocking your lot according to the cars people in your area want to buy. But the truth of the matter is that this is hard to do and it puts undue stress on you and whoever manages your inventory.

Now you and every other car dealer in your area are fighting over the few cars VAuto says you need to have in order to create traffic, but the truth is there are only so many of these cars available. What’s more, the majority of people who would like to drive a Nicer, Newer® car are not attached to one specific make and model. Rather, they are just looking for a solution or an upgrade, and if you can help them find it, you can make the sale.

So if inventory doesn’t drive traffic, then what does?

There are a variety of factors that contribute to driving traffic. First, you must create compelling like this offers based on big benefits. One way to do this is by offering solutions instead of inventory in your ads.
Compelling offers will drive prospects into the market right now. But in order to do so, they must have three characteristics: scarcity, urgency and believability.

To create scarcity in your ads, you must limit the number of people who can take advantage of the offer you’re making. Or limit the number of cars that can qualify for the offer.

Next, create a sense of urgency by creating a deadline, which will motivate buyers to take action not next week, not tomorrow, but today.

Finally, make your offers believable, meaning that your customer will believe the offer is true, that it’s the real deal. This one is a little bit tricky because even when you are telling the truth, and we know you are, it doesn’t mean that customers will believe you. Believability happens at the crossroads of truth.
and explanation. First, the offer you are making must be true, but that truth transforms into believability when you take the time to explain the reason why the offer is being made.

Cliché ads will not work because everyone does them, and for that same reason, no one believes them. But when you come up with a real reason WHY, people will believe you, and they’ll start lining up to buy cars from you today.

**But creating compelling offers alone will not drive traffic to your dealership.** That’s because in any media you need to reach a certain level of saturation in order to make an impact. Finding the right frequency will multiply your ads effectiveness because the impact a spot has builds with the number of impressions—**as you increase frequency, you increase recognition.**

Finally, to really drive traffic, you need to have a personality in your ads. But that personality should not be a beautiful spokesmodel or a radio host. It should be a real person because that’s what the audience, a bunch of real people, actually relate to. You can increase the results of your marketing simply by using a real person in your advertising. And we recommend that person be you.

**Why?** Because no one else will deliver your WHY as well as you can.
Plus, you won't be wasting money on expensive models or voiceovers, and you’ll actually be gaining value by investing in your personal brand. If you construct compelling offers with a powerful reason to choose you, you can break through the static and start building a magnetic personal brand that will literally draw customers to you.

Not only that, but personal brands build trust and loyalty, making you a trusted advisor. Soon you’ll notice that customers are showing up just to meet the “celebrity” they saw on TV or heard on the radio. They’ll be begging you to sell to them.
Hoax 2: It Pays To Invest In Intention Targeting

Lots of vendors have built their businesses on helping dealerships target in-market shoppers. From advanced VDPs to online vehicle listing services the technology in this area has grown leaps in bounds, even in just the past few years.

But the thing is, we think all of this puts way too much focus on intention targeting. The truth of the matter is that mass-market advertising has a higher ROI and brings in a lot more leads.

Here’s the deal, when you’re offering something that has a wide appeal, like cars, mass-market advertising can be a powerful tool and have a huge impact. The reason is what we like to call the miracle of the car business.

The miracle of the car business is the fact that everyone would like to drive a Nicer, Newer® car. It doesn’t matter if you just bought a new car last month. If I told you that I could get you a newer car with the same payment, most people would take it. And that’s why you shouldn’t limit your advertising to intender targeting.
By using mass-market advertising, you’ll tap into the 98% of people who would like to drive a Nicer, Newer® car, but aren’t currently shopping. And if you show these people that you can help them overcome whatever problem is keeping them stuck in a car they hate, you can open the floodgates and get a ton of additional traffic.

**The best part?**

No one else in your market is targeting to these people, which means by helping them you can instantly grow your market share at an exponential rate.
Hoax 3: Marketing Results Require Patience

One of the biggest fibs in marketing is that you have to pay your dues and get your name out there before you start seeing results. This is baloney!

If you do it right, marketing delivers an immediate response.

It’s true that building a strong, lasting, competitive brand image takes a long time. It’s usually built over generations with lots of clever creative and TONS of advertising dollars.

But if you don’t have cola company money to spend, then you can’t have a cola company brand. If you don’t have theme park money, then you can’t have a theme park brand. It’s that simple. And that’s why you shouldn’t spend money to directly brand your business.
What you need is results. *Because while you can’t develop a brand overnight, you can generate results.*

If your system is sound, your ads are positioned correctly and your marketing uncovers the emotions of your customers, your results will be immediate. You can turn it on and off like a light switch.

And if you’re using your personality in your ads, you will start to develop your personal brand over time at the same time, without pouring money into it.
FREE, CUSTOMIZED TRAFFIC SCALE REPORT

100% Customized • Simple Strategies Guaranteed Results

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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.

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