

Joel Anngow from Anngow Marketing answers questions on the specialist subject of Vehicle internet selling.

Joel specialises in Motor dealer internet marketing for a number of NZ companies and has had extensive hands on experience in this area in a large dealership. Many motor people regard him as the Guru of internet dealer marketing. Refer to www.anngowmarketing.co.nz

Question: Does your company build websites?

Joel's Answer: No we do not but we can work with a company that can quote for a search engine friendly modern site to suit your needs. Another alternative is we can guide your chosen company as to what design and content will perform well for you.

I will work closely to make sure your site is unique and not a clone of some other dealers site.

Question: How important is for dealer's sites to be search engine friendly? Please explain?

Joel's Answer: You would not build a yard or a showroom in a street with no traffic or zero visibility. Why would you not give your site a chance to get visits from search engine and referral traffic. These are areas I can help your dealership with and often they account for 80% of the visits to your site.

Question: How many people use the search engines and what level of searching do they do?

Joel's Answer: Up to 65% of all prospective car purchasers would use a major search engine when trying to find the car they wished to purchase (2009 Nielsen Survey).

Your best chance is if you are on page 1 or at least page 2 of that search.

Check how your stock stacks up here.

Like someone who checks a magazine out. Who thoroughly reads page 63.

Question: What statistics are available for websites?

Joel's Answer: I monitor on a regular basis what is searched for so I can align the key words with you site. I can also monitor the number of hits and where the inquiry comes from.

I can electronically provide my dealers all this info and can provide them with any future internet marketing advice. All these key performance indicators can be measured fully.

Question: How important is it to have management buy in on your internet marketing program.

Joel's Answer: It is vital to have the management buy in. I would prefer not to work with a company and its management that is not committed to my advice to improve their internet profile and sales.

You must also remember if I start today it may be up to 3 months before I can get acceptable momentum for the dealer I am working with