

FIRST IMPRESSIONS IN A MOBILE WORLD: 7 Ways to Optimize Your Approach



DOMReputation



DOMSocial



Calendar



DOMVideo



DOMSearch



DOMDashboard



DOMService



DOMCreative



On average, smartphone users check their phone

150

times per day.

Smartphones are no longer just a cell phone, calendar, or a means to connect via social media. 68% of smartphone users say they check their phone within 15 minutes of waking up.^[1] They're a way of life. Mobile has never been more important, and if you're not making a good first impression with your mobile content, you're going to lose customers, conversions and sales. This paper will tell you how to harness the power of mobile to make your marketing more powerful than ever before.

How powerful is mobile?



Powerful enough to give birth to a phenomenon. Pokemon Go is just the most recent example of how ubiquitous mobile devices are in our lives. The game dominated the mobile world to such an extent that the official launch was delayed because the software's infrastructure couldn't handle its huge number of mobile users. And how did they participate? By carrying and interacting with their mobile device everywhere they went. And while kids played the game, there were also millions of young, working professionals who were devoting hours and hours to chasing Pokemon and recapturing their childhood. The game was downloaded 15 million + times in the first four days it was available. According to Forbes.com, the game has brought in over \$14 million in revenue.^[2] The influence of mobile and its power come not only from the huge network of available users, but from the freedom implied by its name. Mobile allows us to have a computer in our pocket, making information--and advertising--always one screen away.

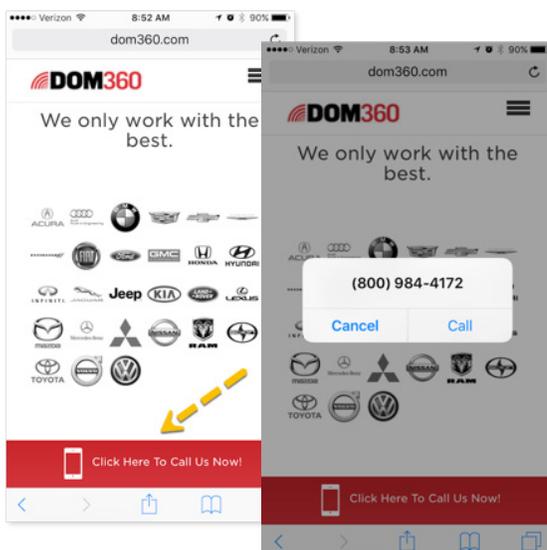
The automotive industry is still lagging behind others in their adaptation of mobile strategies. Responsive web design is a key aspect of the mobile movement, however, many dealers are still not recognizing it as a must have for future success. According to Google, “search interest for ‘pictures of [automotive brand]’ is up 37% year-over-year and 80% of these searches are happening on mobile.”^[3] For many dealerships, the decision to move to a responsive platform has yet to be made, costing them a growing segment of the ‘ready-to-buy’ public. The mobile experience for the customer has to be a great one, otherwise you will never stand out enough to gain their interest. So, what can you do to stand out? You follow our top seven best practices.

These best practices will not only outline best approaches to mobile but also provide an understanding of how all these pieces work together to provide a better experience for the customer.

1. Design

When you are talking about building a new page on your site, or laying out your inventory, what does that look like on mobile? You must ask this question before all others. When you are on your smartphone, do you leave a website that won’t load, has buttons that are too small or you cannot easily navigate? You’re not alone. Mobile shoppers as a whole are impatient.

50% of shoppers expect a site’s mobile experience to be easier to use and navigate than the desktop version.

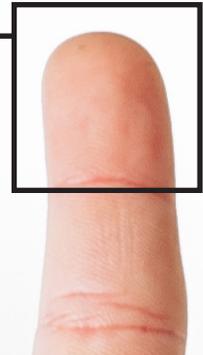


Even the simplest pieces matter. By pinning your ‘click to call’ button to the page, it allows the button to continuously display as the visitor scrolls through the page. Buttons have a huge impact on a site’s perceived usability. Always make sure your buttons are easily clickable and that they are clicking through to the correct landing page. There is nothing more frustrating for the customer than clicking a button anticipating one page and getting another. Did you know that the average index finger is around 2 cm wide, or 45-57 pixels? ^[5] During the design process, create buttons that are large enough to not result in accidental clicks. Once you have your buttons and

landing pages working correctly, consider the ease of access to the information you want the customer to have. Hold fast to the one click rule: one click to get to the information the visitor wants. Another important design element is the page layout. Visitors don't want to wade through paragraphs of copy and have to scroll over and over. Adding elements such as bulleted lists, pull out quotes, and smaller paragraphs will increase your content engagement.

45-57pixels

The average index finger width



2. Content

Content has always been king, and mobile has made the kingdom infinitely bigger. With this kind of potential reach, the need to make a great first impression and keep users coming back for more of your content is critical. 1 in 3 smartphone users has purchased from a company or brand other than the one they originally intended to because another brand was quicker to provide information in their 'I want to buy' moment.^[1] Content can range from product pages, blogs, videos, and more. For a dealership, there is a lot of ground to cover to satisfy customer demands. Mobile searches from dealership lots increased 46% in the last year.^[3] Your content must not only answer all customer questions, but be optimized for their mobile device as well.

Make sure your content covers the basics. Inventory is a given, having content built out around your cars and what they offer will be a catalyst for engagement and your SEO ranking. Another important content area is fixed operations. Best practice is to have web content built out around your service department, services offered, parts department, as well as the staff of those departments. Staff content helps increase

engagement and convey the personality of the dealership. Outside of the cars and product pages, there are several directions you can go to generate content that builds a brand personality. For instance, promoting your why buy program or videos that include your sales managers.

Finally, you want to make sure you have plenty of content surrounding anywhere you make money. Take the 'value your trade' page on your website. Most sites have either a frame-in of a product purchased or a form provided by the website host. Create a video at the top



of the page to let customers know how to use the form, have a bulleted list next to the video showing the benefits of filling out the form and a contact person they can reach out to with any questions. The value your trade page's utility has increased, offering easily engaged content that drives conversions. The customer gets the benefit of being informed when deciding to submit their information and the dealership gets the opportunity to set an appointment.

3. Consistency

If content is king, consistency is queen. All this time and money spent putting together merchandising, tv spots, and advertising campaigns is wasted without it. Ask yourself-- is my digital content communicating with my traditional? If not, consistency is lacking. Every single platform and interaction should be the same. If a customer sees a TV ad, they should match the website, social media, and your paid digital search ads.

87%
of consumers say they use more than one device at a time.

The second screen movement is not a new one, but it is a crucial consideration when crafting content. Imagine if you saw a 50% off sale on TV, went to the website and found it was only 10%. You as the consumer wouldn't be happy, and in return might leave the site and abandon the interest in favor of a competitor. 66% of smartphone users turn to their phones to look up something they saw in a TV commercial.^[1] Don't think that your dealership's advertising will be the exception to the rule.

4. Email

When thinking about email from a mobile perspective, consider what you send your customers. Whether they are personal notes or a CRM-wide eblast, assume the majority of emails will be opened on a mobile device. Click through rate, open rate and bounces might be completely different on mobile than desktop. As a dealership, it is vital to understand how customers are accessing your communications. This is one KPI dealers often ignore. From 2014 to 2015, mobile email conversions increased 70%, while conversion rates for desktops dropped by 4%. In addition, mobile messages generate **twice** as much revenue per click as emails opened on desktops.^[6]

Does your email start off with compelling and interesting information to engage the reader? If not, you will lose them.

When creating emails optimized for mobile, success starts with the subject line. Keep it short and sweet; most experts recommend 30 characters or less. Nearly half of your mobile readers spend three seconds or less with your emails.^[7] Does your email start off with compelling and interesting information to engage the reader? If not, you will lose them. This can be accomplished through preheader text. Preheader text is the text that shows up on your phone just below the subject line. The subject line and preheader text work together to hook the customer before the email is opened, getting the customer to click through to read the rest of the email. Once you get them clicking, it's crucial to remember the importance of pixel size. In the email, it is vital to have the buttons more square than rectangular for accurate clicking and conversions, avoiding "fat finger" clicks and messing up your analytics.

5. Speed Test

Remember, mobile users are impatient. 29% of smartphone users will immediately switch to another site if it doesn't satisfy their needs, 70% of those did so because it took too long to load.^[1] There are many tools out there to help understand what your current site speed is and how to improve it. Google's PageSpeed Insight tool is available to show you exactly what is going on with your website's performance and how to improve. Everything is built on a 100 point scale, evaluating speed and user experience for both mobile and desktop.

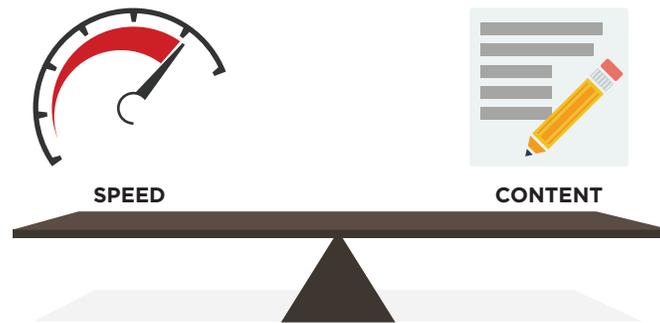
40%

of shoppers will wait no more than **three seconds before abandoning a retail or travel site.**^[1]

A key factor is image size. If your images are too large in file size then it will take longer to load. If you have a lot of third party code within your website, such as chat providers, make sure it is only the most up-to-date. Remember, canceling the service does not mean the code is immediately removed from the website, it is just turned off. You can reach out to your agency or your website provider for help and understanding of your current website.

Another website speed test is Pingdom. Pingdom is a more advanced tool, available with a subscription. However, it can also run a simplified test for free. It's a tool that will give you a grade from A to F on different parts of the website, as well as benchmark data, i.e. site is faster than 31% of all tested sites.

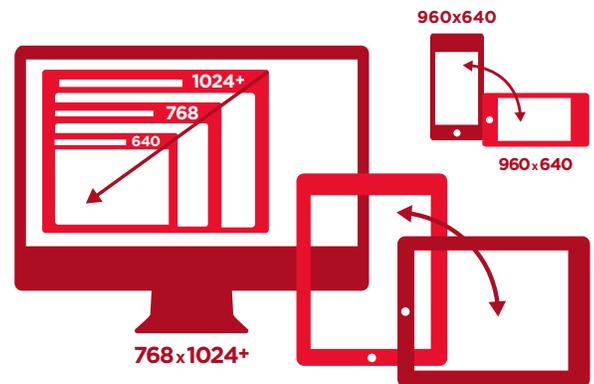
Speed testing can be a double-edged sword. There are components that will slow your speed down but are critical to customer experience such as inventory feeds and plug-ins such as Google translate. The key is striking the right balance between robust content and a clean experience. It is a balance that depends on each site and what is most important to meeting your goals or ROI for the site. When considering making changes to your content, always consider how it will impact your overall load speed.



6. Test Across Devices

Testing the website is not limited to speed. You must also investigate the user experience when actually going through the site. Testing the website on multiple devices will show how the site is performing. Don't just view the website on these devices, navigate in both portrait and landscape views.

If a wide array of devices are not available, there are tools to use on the computer that will simulate the experience on mobile. There are several plugins available in Chrome such as the Responsive Web Design Tester. The Mobile/Responsive Web Designer Tester allows you to simulate multiple experiences at the same time and is primarily used by web developers. Finally, the Viewport Controls plugin allows you to freely resize via large handles on either side or use the preset devices. This allows you to see what the views are on the most popular devices.



Be sure to check **768x1024 1024x768** portrait and landscape layouts.

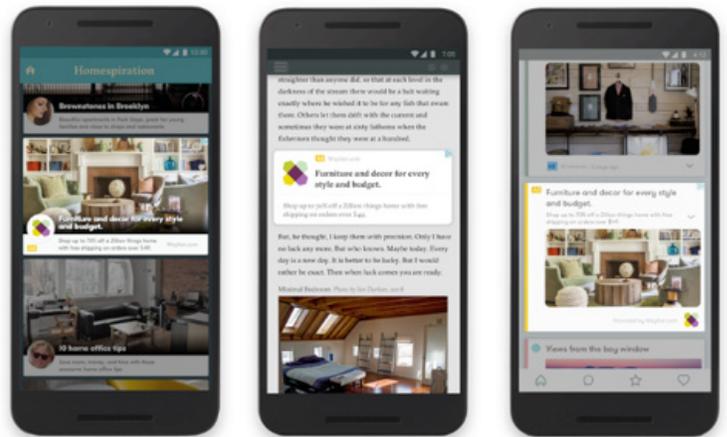
Testing in any form is the best way to understand how the consumer will use and experience your website. More testing drives a greater understanding of how each piece functions as part of the whole mobile experience.

7. Pay to Play

This spring, Google launched its specialized mobile search ads for automotive manufacturers and dealers. For these ads, car shoppers researching a specific model are seeing exterior images, interior images, features, gas mileage, links to local dealers and more. Google says, “Engagement rates on these ads are 30% higher than with standard text ads.”^[9] At the dealer level, these ads include City, directions button, website link and a click to call button.

The OEMs can run model specific ads on search and include links to the manufacturer’s website, local dealer’s websites, and an option to build a car. These ads can only be created through the OEM. ‘Near me’ searches have grown 2x in the past year.^[1] Reach out to your District or Regional Manager to ensure you show up in the dealers section for local searches.

Responsive Display ads will help you better integrate your ad in the flow of the websites it appears on. A responsive ad will automatically adjust to the screen it is being shown on, therefore providing a better user experience. Contact your agency today to make sure you are running these. Google has already announced the addition of promoted and branded pins on Google Maps. This way when consumers are searching on Google Maps, your pin stands out on the page. You even control the link you want to use on the pin, which gives you control to have a ‘schedule an appointment’ or ‘contact us’ landing page versus having to link to your homepage.



[10]

Remember, customers consume ads all over the internet and not just on Google. Facebook mobile engagement is extremely high and making sure your ads appear on their mobile app is key for the success of your advertising. Budgeting is a major aspect to all of this. When setting up your campaigns, regardless if it is Google, Bing, Facebook, or others, make sure there are adequate budgets setup for each to show on mobile as well as desktop. Most campaigns still default to desktop, however, mobile needs to be the priority.

Final Thoughts

This isn't the year of mobile-it's the age of mobile. Smartphones are a way of life, and that means your customers have content at their fingertips at all times. Use the insights in this paper to optimize your advertising for mobile, and you will be ahead of the curve in the automotive vertical. Remember, mobile is the key to more leads, more customers, and more sales.

Sources

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