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Essential NADA Information Inside

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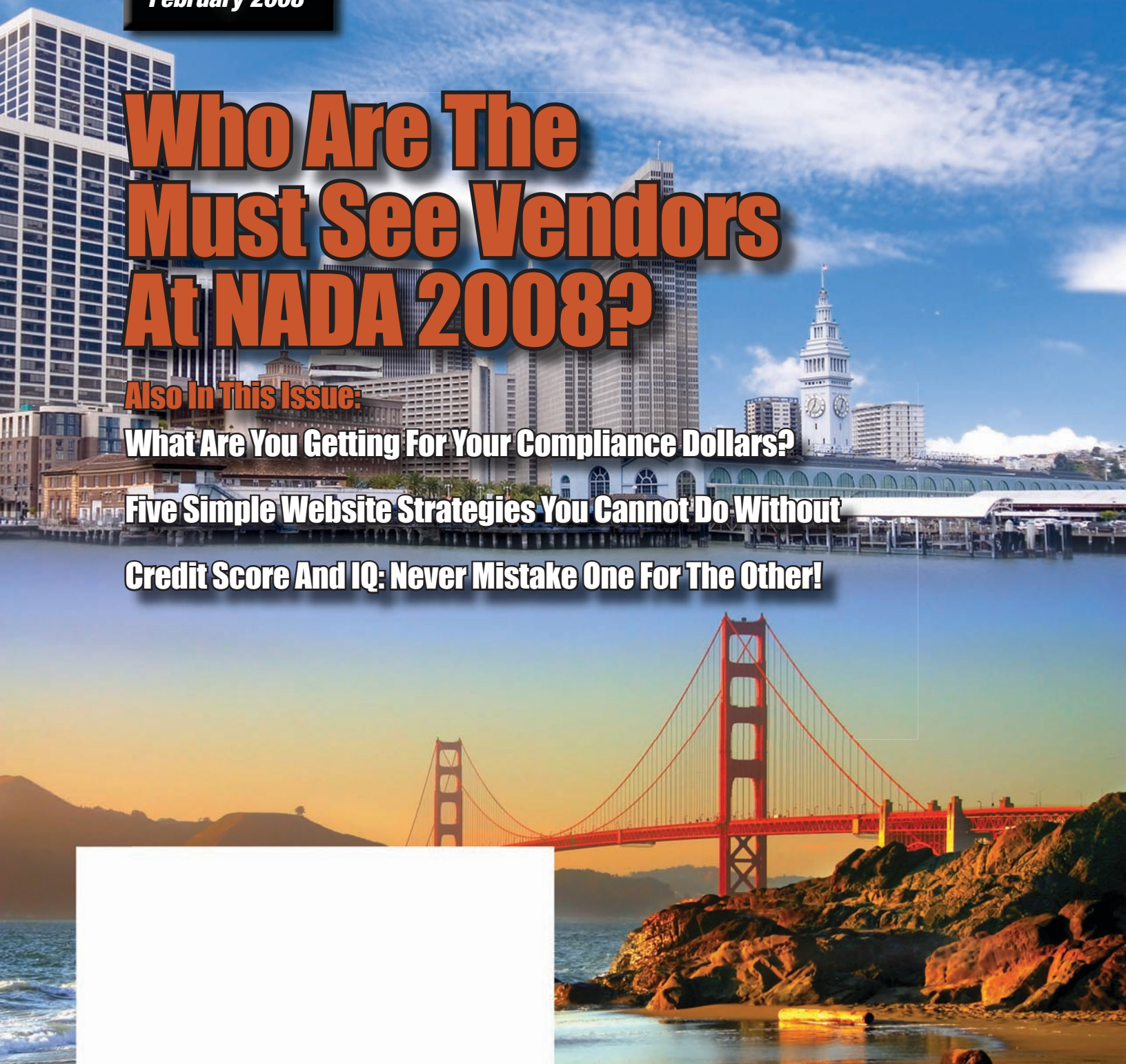
Who Are The Must See Vendors At NADA 2008?

Also In This Issue:

What Are You Getting For Your Compliance Dollars?

Five Simple Website Strategies You Cannot Do Without

Credit Score And IQ: Never Mistake One For The Other!



From The Publisher



Brett Stevenson

This issue of the magazine is being mailed to auto dealers all over the country as usual, but it will also be handed out at NADA Convention in San Francisco, February 9th through the 12th. Whether you are attending the event or not, I bet you are looking for solutions to your marketing challenges in this tough economy.

There Is A New 'King' Of Banner Advertising For Local Dealers— **LION New Media**

engines, for a vehicle. Many dealers already have SEM programs underway, but there is more to advertising online than SEM.

Banner advertising on local media Websites is one area most dealers have not perfected yet. Some dealers have purchased a banner ad on a local newspaper site and were “underwhelmed” by the response. So how do you make this type of online advertising work?

According to LION New Media (www.LIONNewMedia.com) based near Seattle WA, the answer lies in the way you buy the banners. Successful banner advertising campaigns require a combination

of TV stations. In addition, Jacobsen adds, “If a person uses the local newspaper’s site for news and information, they probably don’t use the local television station’s site too. They choose one or the other. There is no overlap. This means to reach the right people, you need to buy a number of newspaper, television, and radio station sites. All of which have large numbers of visitors that are unique to their site.”

The other secret that LION uses when placing banner campaigns for auto dealers is the landing page. If you run a series of banners on local sites that feature a sale on trucks, don’t have the banners click through to your dealer-

LION NEW MEDIA

With the effectiveness of the local newspaper dwindling, many dealers are looking for opportunities online. The Internet is the number one opportunity for most dealers across the country today. The complexity of understanding how to market on the Internet, however, means that most dealers are in ‘test mode’ when it comes to online marketing. Here are a few terms you should know, and some ideas to help you move beyond test mode.

Search Engine Marketing (SEM), which is also called pay-per-click advertising allows dealers to buy words and phrases so that their paid ads will appear to consumers that are searching on Google, Yahoo, MSN, or any of the other search

of know-how and strategy, according to LION media buyer, Josh Jacobsen. “The first mistake most dealers make is that they buy banner advertising like newspaper advertising. They place one banner on the local newspaper’s Website home page and call it good,” says Jacobsen. “Banners need to be purchased like you purchase radio or television commercials. You don’t buy just one, you buy many. Frequency is the key. Done properly, the branding benefits of online advertising are huge.”

More importantly, when you use banner advertising in your own market, you need to understand that consumers do not switch back and forth among local media Websites like they do with local

ship’s home page. Make the truck sale banners click through to a landing page that is all about the truck sale and make sure it has a great, call-to-action offer on different trucks.

Once you begin doing strong banner advertising on your local media Websites, you will have a completely trackable and monitored ad campaign that can be changed and improved while it is running. Try that on TV!

If you wish to contact LION New Media to help you with banner advertising in your market, call 800-676-1019 or email sales@LionNewMedia.com.