



MARKETING TO MILLENNIALS ONLINE

*“INBOUND MARKETING TIPS &
MISTAKES”*

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PRESENTED BY: MICHAEL D. JACKSON ~ CEO AST, INC.

WHO AM I AND WHAT IS AST?

Michael D. Jackson

- Co-Founder & CEO, Auto Search Technologies, Inc.
- AST, Inc. is a Nationwide Automotive Software & SEO Firm

We Proudly Provide The Technology For:



WHY SHOULD YOU LISTEN TODAY?

- *We are the industry leaders in “FREE” Organic SEO*
- *Over 70% of our client base is BHPH or special finance*
- *With countless dealerships online, we’re your “SUPER GROUP”*
- *Your future online success depends on decisive action today*

WHY ARE MY SALES DOWN THIS YEAR?

- *Franchise dealers joined the subprime market*
- *This is an election year (we deal with this every 4 years)*
- *Refunds were sent out early (BHPH season was shorter)*
- *The focus of your online marketing needs attention*
- *You are not marketing to the most profitable audience*

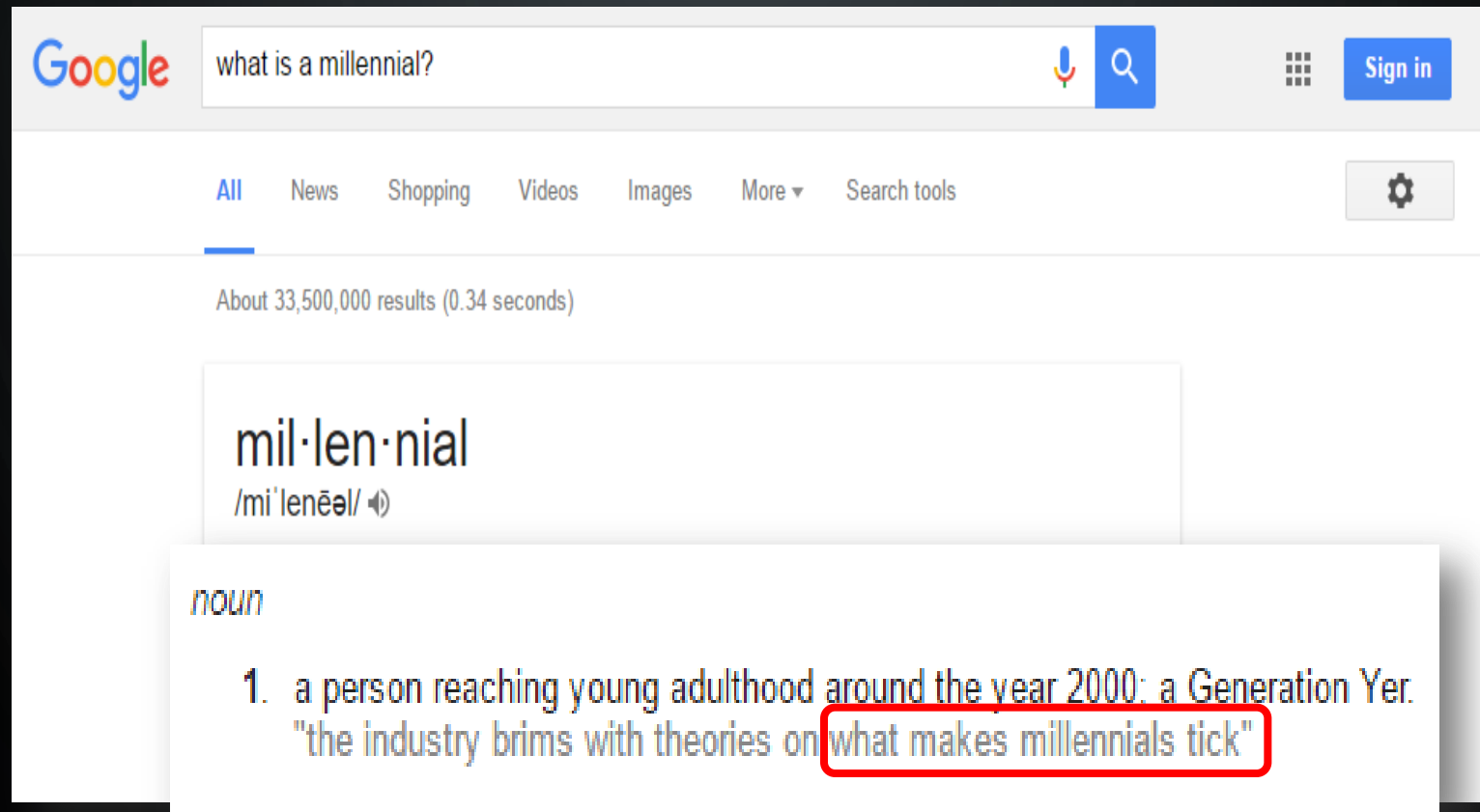
WHAT IS MY MOST PROFITABLE AUDIENCE?



**WHO ARE THE
MILLENNIALS ?**



LET'S ASK GOOGLE...



Google what is a millennial? Sign in

All News Shopping Videos Images More Search tools

About 33,500,000 results (0.34 seconds)

mil·len·nial
/miˈlenēəl/

noun

1. a person reaching young adulthood around the year 2000: a Generation Yer. "the industry brims with theories on what makes millennials tick"

ARE MILLENNIALS A VALUABLE MARKET GROUP?

BUYING POWER OF MILLENNIALS



86M

2013 METLIFE MATURE MARKET INSTITUTE

\$1.3 TRILLION
IN CONSUMER
SPENDING

2013 BOSTON CONSULTING GROUP

SPEND
2ND MOST
OF ANY
GENERATION
ONLINE.

87%

AS MUCH AS
GEN X

2012 FORRESTER STUDY

DON'T LIKE TO BE MARKETED TO

MILLENNIALS = AGE 19 – 36 & THEY'RE:

- *Sharing, Liking & Pinning*
- *Tweeting & Snapping*
- *Forwarding & Commenting*

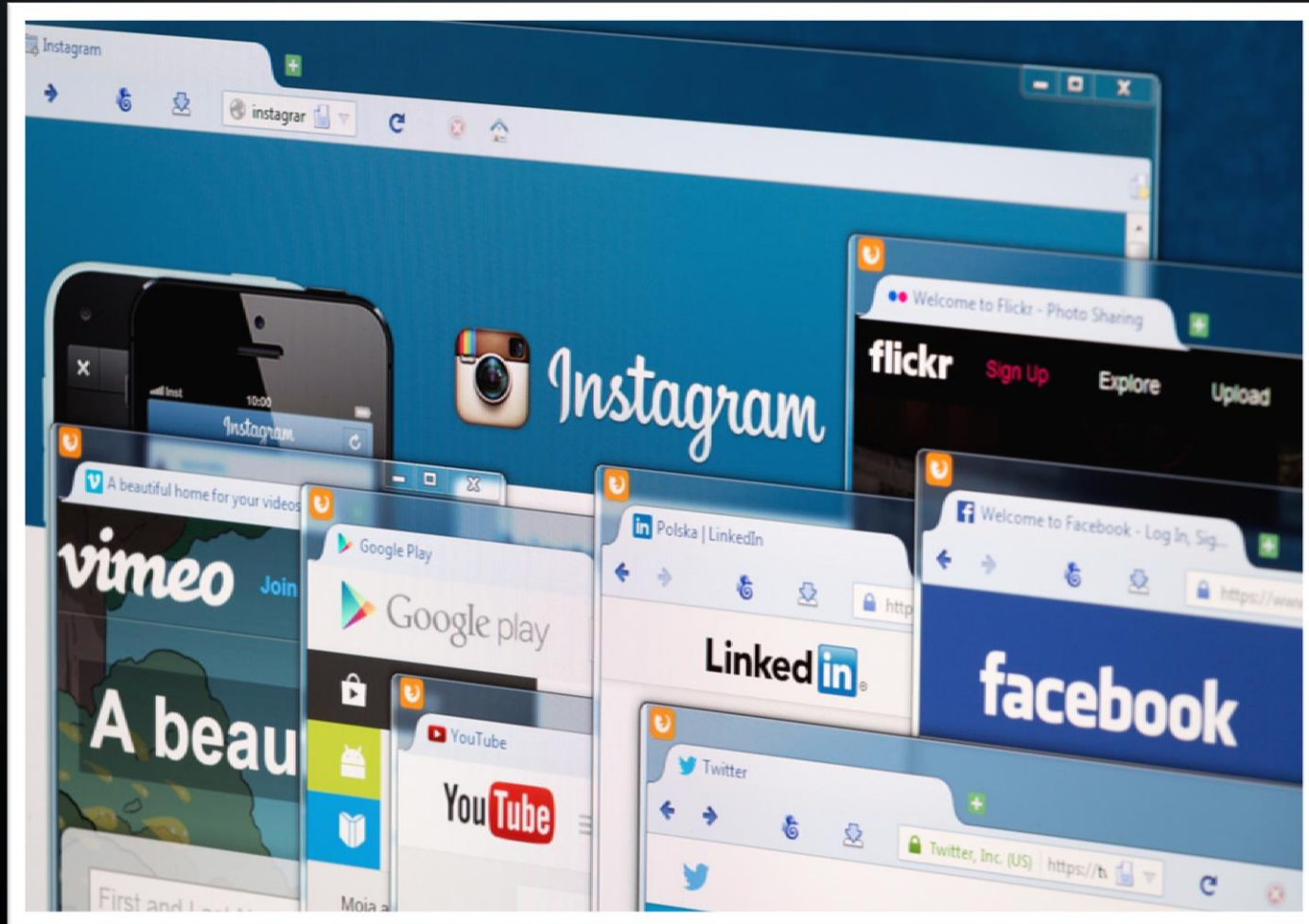
All of their social content & findings!

MILLENNIALS = AGE 19 – 36 & THEY'RE:

- *Spending 25 Hrs. a Week Online (Avg.)*
- *Craving Content Driven Media*
- *Enjoying Discovery of New Content*

Which they share through social media!

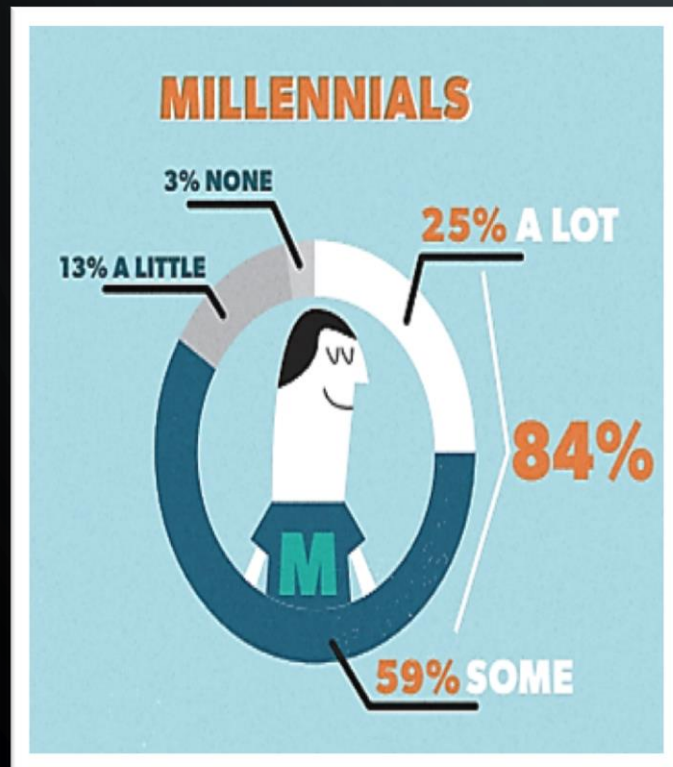
DOES THIS MEAN I NEED A SOCIAL MEDIA DIRECTOR?



NO YOU CAN EASILY TARGET
MILLENNIALS HERE IS HOW...



AUTHENTIC USER GENERATED CONTENT DETERMINES PURCHASES FOR 84% OF MILLENNIALS



Content is the communication of the Digital Native's who choose to spend time with your business and the opportunity for your brand voice to live everywhere.

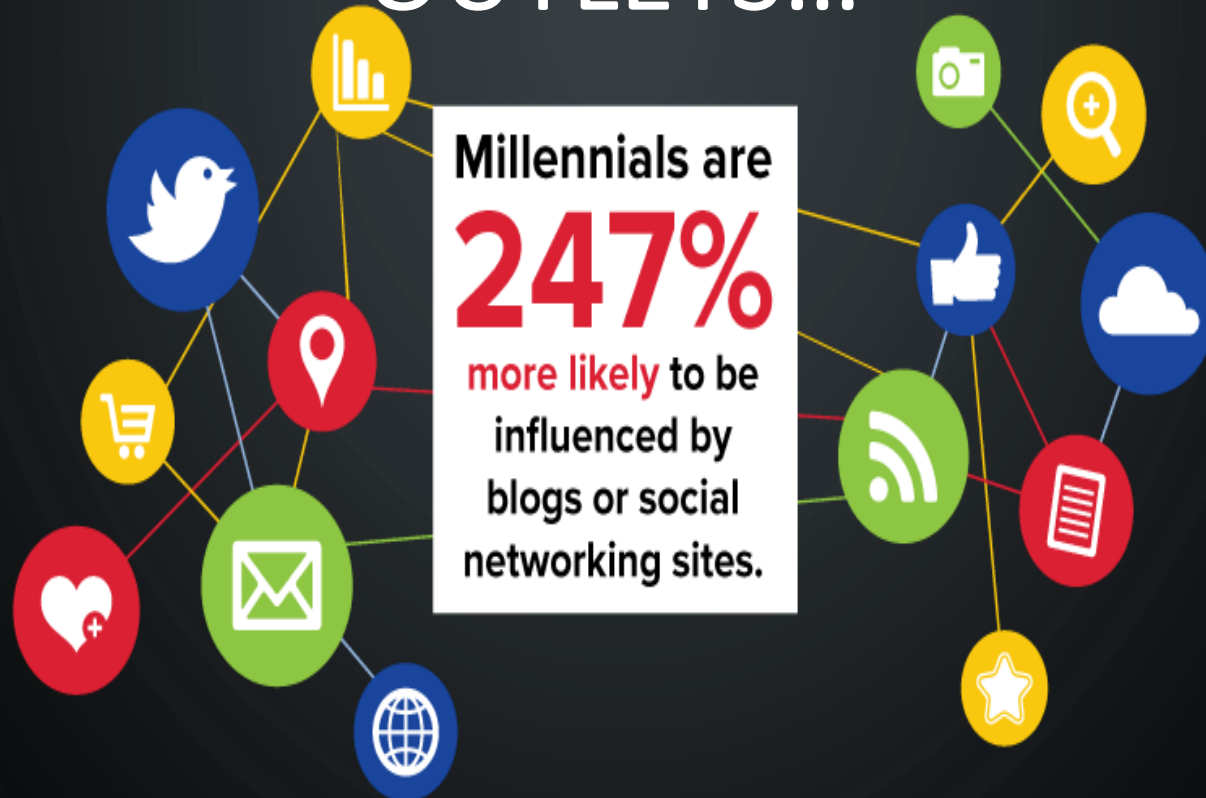
OK SO WORD OF MOUTH MATTERS... HOW CAN I MAXIMIZE IT?



AUTHENTIC USER GENERATED CONTENT IS HYPER IMPORTANT SO . . .

- *Make reviews & brand story a big part of your product or service page.*
- *Proactively include testimonials and reviews in your marketing content.*

MILLENNIALS RELY ON SOCIAL OUTLETS...

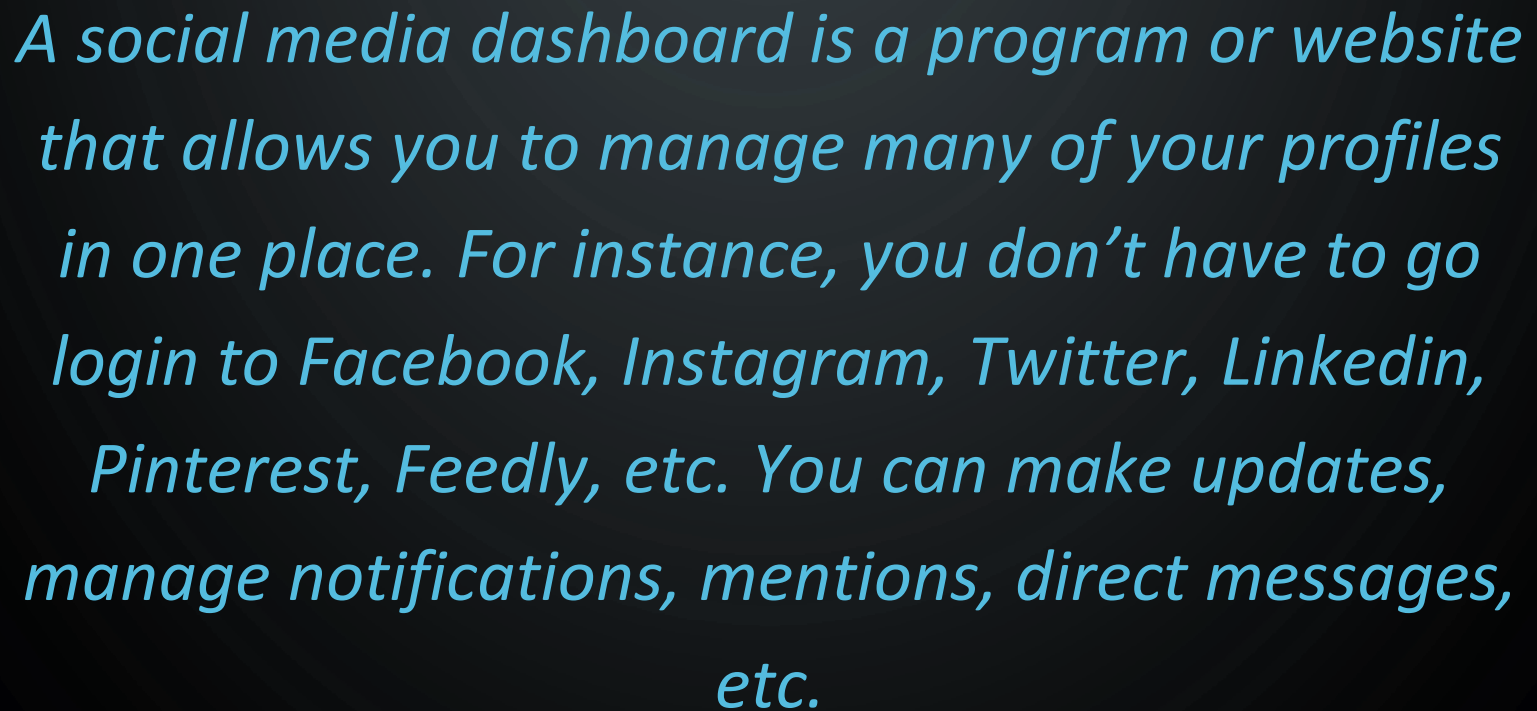


Make sure your story and brand are easily accessible to Millennials through these communication channels.



USE A SOCIAL MEDIA DASHBOARD... EASILY BROADCAST YOUR BRAND & MESSAGE

A social media dashboard is a program or website that allows you to manage many of your profiles in one place. For instance, you don't have to go login to Facebook, Instagram, Twitter, LinkedIn, Pinterest, Feedly, etc. You can make updates, manage notifications, mentions, direct messages, etc.



SOCIAL MEDIA DASHBOARDS

*FAN PAGE
ROBOT*



HOOTSUITE



SOCIALCAST



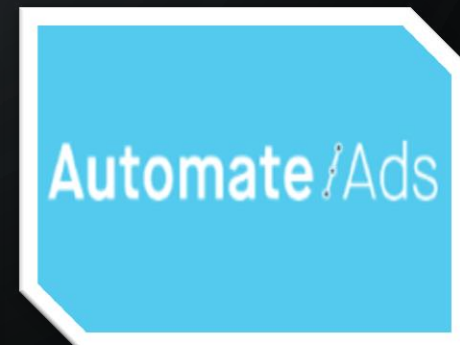
GREMLIN



SPROUT SOCIAL



AUTOMATE ADS



BEYOND MY STORY AND BRAND WHAT ELSE SHOULD I BE POSTING?

- *Millennials **DO NOT** like to be directly marketed to so don't waste your time and money posting all of your inventory to your social feeds.*
- *Become a **source** for trending industry topics and helpful How-To content which **encourages the share** of your story and brand including **coupons, promotions and discount offers.***

PLACES TO FIND TRENDING TOPICS

TWITTER



BUZZFEED



GOOGLE TRENDS



GOOGLE +



REDDIT



BUZZSUMO



CREATE A SOCIAL MEDIA PLAN SCHEDULE & CALENDAR

DEVELOP A SOCIAL MEDIA PLAN
(MISSION, GOALS & TACTICS)

USE A POSTING CALENDAR
(DAY, TIME OF DAY, TOPIC)



SUGGESTED POSTING FREQUENCY

A good example to keep in the back of your mind when creating your content is to think of a journal that you write in multiple times a day, every business day (5 days). If every journal entry equals one post, you would want to prepare 32 posts for one week. You should also alternate content over social channels, never the same content on different outlets.

Here's a sample breakdown:

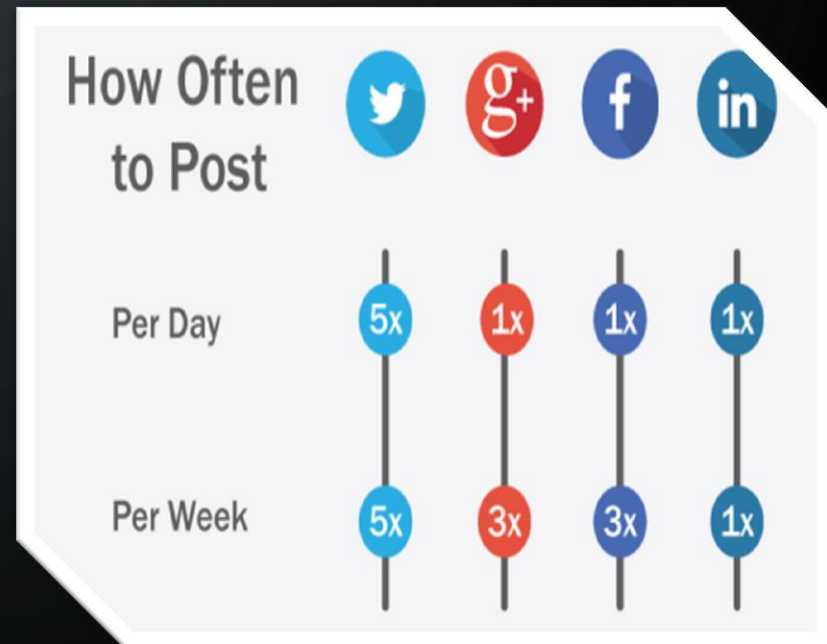
Twitter: 5 tweets per day X 5 days = 25 posts

Google+: 1 post per day X 3 days = 3 posts

Facebook: 1 post per day X 3 days = 3 posts

LinkedIn: 1 post every 5 days = 1 post

Total = 32 posts



SUGGESTED TIME OF DAY TO POST

Posting Frequency Guide For Starters

	8am	9am	10am	11am	12nn	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm
in	post 1									post 2			
f		post 1				post 2		post 3					
g+		post 1	post 2	post 3									
🐦				post 1	post 2	post 3				post 4	post 5		
📷					post 1			post 2	post 3				
📧							post 1					post 2	post 3

SUGGESTED POST CONTENT

- *Funny Pictures*
- *Top Trending Topics*
- *Client Testimonials*
- *Happy Customer Pictures*
- *Vehicle Special of The Week*
- *Employee of The Week/Month*
- *Local Area News/Weather/Alerts*
- *Link to Recent Blog Post*
- *Links to Inbound Website/Microsite*
- *Throwback Pictures Staff/Building/Cars*

Rotate Bi-Monthly

The image features a dark background with white, stylized circuit board traces in the corners. These traces consist of thin lines that branch out and terminate in small circles, resembling electronic components or nodes. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

STOP BY OUR
BOOTH
FOR A FREE
POSTING
CALENDAR

SELLING TO AN ONLINE SALE-HUNTER



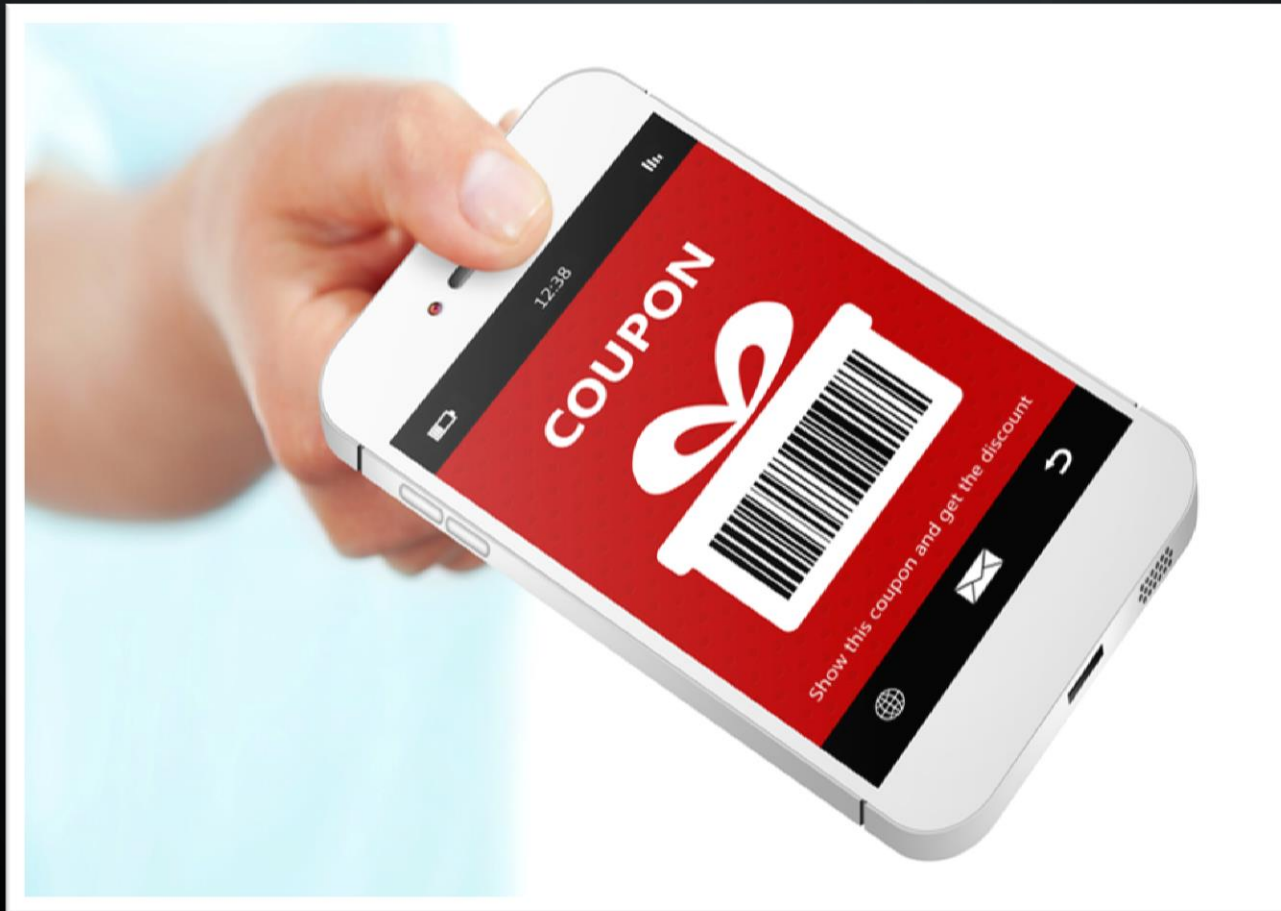
MILLENNIALS ARE BARGAIN SHOPPERS...
UNDERSTAND WHAT'S IMPORTANT TO THEM

- *They are sensitive to price so they compare*
- *They embrace brand loyalty programs*
- *Prefer high-value rebates to instant discounts*
- *Like simple and clear marketing messages*

MILLENNIALS ARE BARGAIN SHOPPERS... CATER TO THEM AND THEIR HABITS

- *Rather than “Call for Price” List “Down Payment”*
- *Communicate promotions throughout your site*
- *Make it easy to understand all vehicle add-ons*
- *Encourage them to return / share with How-to’s*

MILLENNIALS LOVE COUPONS AND PRIZE GIVEAWAYS



USE A CHOKE PAGE FOR PROMOTIONS



REQUIRE CUSTOMER LOGIN WITH NO ADDED BENEFIT

You're Just One Step Away From Discovering My "Private Reserve" Online Vehicle Selection Shhh... can you keep a secret?

Because of my proprietary "Perfect Timing Car Buying Process" I'm able to get the most desirable cars for a steal. I find the perfect vehicle, for the perfect price, at the perfect time. That means I'm able to offer you the best cars at the most value anywhere. In order to keep my methods secret I can't allow other dealers to see my inventory. So if you want to check out my Private Reserve (some of my newest and best stuff) then simply fill out the form and prove you're not a dealer trying to spy on me. By providing your email below, you agree to join our mailing list and receive special promotions and or updates from us.

Thanks for your help.

[Click HERE For Our Policy](#)

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Email"/>	<input type="text" value="Phone"/>



Please enter the verification code as shown above

USE A MONTHLY PRIZE W/LOGIN FOR ADDED BENEFIT

BEFORE YOU VIEW OUR INVENTORY... ENTER TO WIN A 40" FLAT SCREEN TV! THE WINNER WILL BE ANNOUNCED ON 05-15-15. NO PURCHASE NECESSARY!

ENERGY GUIDE
Estimated Yearly Energy Cost: \$9
Cost Range of Similar Models: \$7 - \$15

ENTER TO WIN

• Based on 11 units per month and 8 hours use per day.
• Estimated upon electricity cost of this model: \$2.00.
• Your cost depends on your utility rates and use. Visit the.gov/energy

A REPRESENTATIVE WILL CONTACT YOU TO CONFIRM YOUR ENTRY. THANK YOU FOR VISITING CAR CREDIT! GOOD LUCK.



<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Email"/>	<input type="text" value="Phone"/>



Please enter the verification code as shown above

POST WINNER'S ON ALL SOCIAL CHANNELS... THEY WILL SHARE!



BE TRANSPARENT WITH MARKETING



MILLENNIALS CRAVE CLARITY WHICH IS WHY THEY DEVOUR CONTENT

- *Review your website as a Millennial would with what we have learned about them!*
- *Is your message consistent with social channel?*
- *Do you have user generated content to backup your marketing message?*

If not they will find a dealer who does!

MAINTAIN ACCESSIBILITY



MILLENNIALS WANT A SAY SO PROVIDE COMMUNICATION CHANNELS

- *Can they submit a review or feedback?*
- *Are your social channels accessible or shown?*
- *Do you provide staff bios / contact info?*
- *Do you maintain a policy page with contact info?*

If not they will find a dealer who does!

VIRAL KEYWORD COMBINATIONS

**THE POWER OF
KEYWORDS**



CATEGORY #1

DESCRIPTIVE WORDS

- *#1 Used*
- *#2 Pre-Owned*
- *#3 Previously Owned*
- *#4 Quality*
- *#5 Affordable*
- *#6 Cheap*
- *#7 Bad Credit*
- *#8 In-House*
- *#9 Buy Here Pay Here*
- *#10 Subprime*

CATEGORY #2

INVENTORY TYPES

- *#1 Cars*
- *#2 Autos*
- *#3 Vehicles*
- *#4 Trucks / 4x4 / Diesel*
- *#5 Vans*
- *#6 Pickups*
- *#7 SUVs / AWD*
- *#8 Sedans*
- *#9 Crossover*
- *#10 Coupe*

CATEGORY #3

BUSINESS LOCALITY

- *#1 City Name*
- *#2 City Name + State Initials*
- *#3 Surrounding City*
- *#4 2nd Surrounding City*
- *#5 3rd Surrounding City*
- *#6 4th Surrounding City*
- *#7 County Name*
- *#8 State Name*
- *#9 State Initials*
- *#10 Zip Code*

CATEGORY #4

BONUS WORDS

- #1 *Loans*
- #2
Financing
- #3 *Dealer*
- #4
Dealership
- #5 *Instant*
- #6 *Approval*
- #7 *Credit*
- #8 *Low Rate*
- #9 *Easy*
- #10 *Quick*

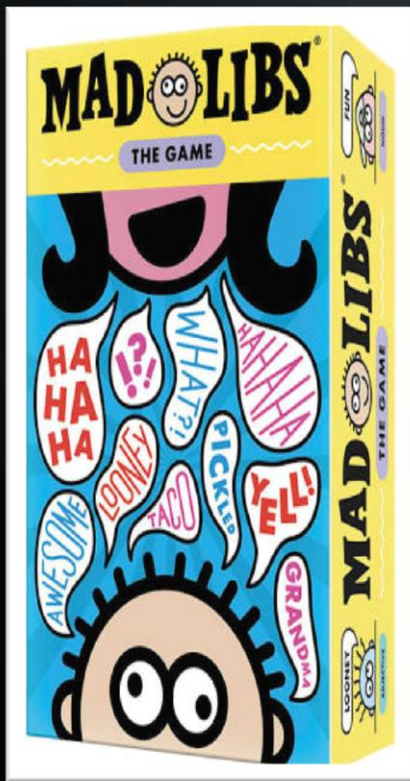
MAXIMIZE COMBINATIONS



- *Make Sure To Balance Your Categories*
- *$10 \times 10 \times 10 \times 10 = 10,000$ Combinations*
- *$20 \times 10 \times 10 = 2,000$ Combinations*
- *$30 \times 10 = 300$ Combinations*

All Examples Use 40 Term Combinations

KEYWORD RICH CONTENT *(WHO HAS PLAYED MAD LIBS)*



Company Name, used, car, City Name, County Name, State Name, Surrounding City, Surrounding City, Surrounding City, Surrounding City, Surrounding City, Surrounding City, used cars, used trucks, used vans, used SUVs, used, used crossover vehicles, City Name, County Name, auto financing, buy here pay here, in-house financing, dealer, approved, Bad credit, No credit, buy here pay here, in-house auto finance, car, low down payment, easy financing, easy, apply, easy in-house car financing, approved, Company Name, buy here pay here/in-house financing, used cars City Name, County Name, used, Pre-Owned automobile, Company Name, Buy Here Pay Here auto financing, City Name, County Name, bad credit, repossession, bankruptcy, divorce, Bad credit, No credit, Bankruptcy, Divorce, Repossession, used vehicles, Buy Here Pay Here/In-House Financing, used cars, used trucks, used vans, used SUVs, used sedans, City Name, County Name, Company Name, approved, used BPH cars.....

KEYWORD RICH CONTENT *REVEALED*

(Company Name) is a used car dealership serving customers in (City Name) and (County Name). We cater to many local (State Name) and surrounding areas such as: (Surrounding City 1), (Surrounding City 2), (Surrounding City 3), (Surrounding City 4), (Surrounding City 5), (Surrounding City 7). We carry a great selection of used cars for sale, as well as used trucks, used vans, used SUVs, used sedans and used family crossover vehicles in (City Name) and (County Name). Need auto financing? As a buy here pay here/in-house financing dealer we can get you approved and on the road today in most cases. Bad credit? No credit? NO Problem! Let our friendly buy here pay here/in-house auto finance staff help you find the car that fits your style and fits your budget. We are the home of the low down payment, easy financing, and easy terms! Call today or apply online for quick and easy in-house car financing we can get you approved and on the road in no time! (Company Name) has the best buy here pay here/in-house financing used cars that (City Name) and (County Name) have to offer. If you are looking for a slightly used, Pre-Owned automobile then you have come to the right place. Here at (Company Name) we offer "Buy Here Pay Here" auto financing to consumers in (City Name) and (County Name) with bruised, damaged or just plain bad credit we don't worry about repossession, bankruptcy, divorce, or debt. Bad credit? No credit? Bankruptcy? Divorce? Repossession? NO problem! Traditionally the type of used vehicles that other companies offer for "Buy Here Pay Here/In-House Financing" consumers are high mileage late model inventory, but we offer the best used cars, used trucks, used vans, used SUVs & used sedans in (City Name) and (County Name). At (Company Name) we understand your situation and we can get you approved for the used BHPH car, used BHPH truck, used BHPH van, used BHPH SUV or used BHPH sedan of your dreams today! We are the home of the easy car loan! We have easy car financing, low down payments, and easy payment plans for all of our Buy Here Pay Here inventory. If you need an auto loans in (City Name) and (County Name), then you have found the right place, whether you are a first time Car buyer in (City Name) and (County Name) with bad credit, no credit or have things on your credit report that are holding you back from your automotive dreams such as repossessions, bankruptcy, debt, defaults, and delinquencies then come on down to (Company Name) today. We feel that we are the best Buy Here Pay Here/in-house finance used car Dealership in all of (State Name), and we want you to be the judge! Come make your used car buying dreams a reality today with easy buy here pay here/in-house car financing, low down payments, low car payments and easy terms! We are eager to get you easy financing approval for a car loan for the used car, used truck, used SUV, used crossover, or used sedan of your dreams in (City Name) or (County Name). Come see us and you could be driving away in a new car today! We are willing to work with any situation and we are willing to help you! We are ok with bad credit, no credit, bankruptcy, divorce, and debt. We are eager to approve you for buy here pay here/in-house financing so that you can start building your credit or rebuilding your credit as soon as possible! We offer second chance auto financing. You can build your credit back up while driving a great used car, used truck, used van, used SUV, or used crossover! We are here to help you get into a great used vehicle and get your credit back on track. We can't wait to put you in an affordable vehicle loan that fits your lifestyle! If you are in the (City Name) or (County Name) area and are looking for a used car loan, used truck loan, used SUV loan, used van Credit, or any other used vehicle loan you only have to stop at one place, (Company Name) and we will put you in a car with no time at all! If you are in (City Name) or (County Name) then come in for our low down payments and easy buy here pay here/in-house financing and stay for our great customer service and our ability to help you build your credit with you next used car purchase! If you live in (City Name) and (County Name) come see us today!

REFINE YOUR SEO TARGETS

FOCUS ON CITIES
WITH LARGEST
POPULATIONS



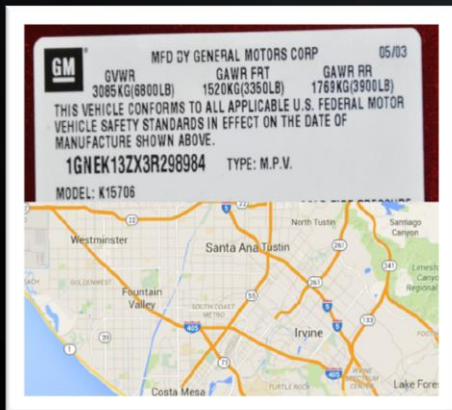
CREATE MORE ON
WEBSITE VALUE



RENAME ALL
VEHICLE PHOTOS



INCLUDE IMAGE OF
VIN & MAP W/19+
PHOTOS



USE H1 – H6 TAGS
FOR BEST SEO



REFINE YOUR SITES
CONTENT KEYWORDS



SOCIAL REPUTATION MANAGEMENT

DON'T WAIT FOR
BAD NEWS TO LAND
OR SURFACE!



PUT OUT GOOD NEWS
& PRESS RELEASES FOR
POSITIVE BRAND
MGMT.



USE BUSINESS
LISTINGS
TO PUSH TRAFFIC TO
TESTIMONIALS



TAKE-A-WAYS & WHAT NOT TO DO

DO NOT DUPLICATE
OR COPY CONTENT



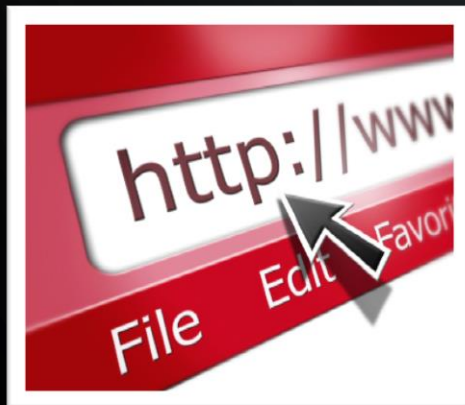
DO NOT TRANSFER
YOUR DOMAIN BUT
GIVE ACCESS



KEYWORD RICH URL
DIFFERENT AREAS



NEW URL = LONGER
INDEXING &
RANKING



FOLLOW THROUGH
WITH RICH PAGE
CONTENT



PATIENCE IS THE KEY
TO YOUR ONLINE
SUCCESS



FREE WEBSITE SEO ANALYSIS

- *Michael D. Jackson*
- *0 949.608.0809*
- *E ceo@autosearchtech.com*



WWW.AUTOSEARCHTECH.COM



Text SOCIAL to 77513
and take a quick session survey

Texting solution provided by Solutions by Text