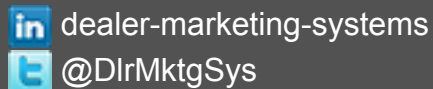




ADAPTING TO TODAY'S NEW BUYING HABITS

Darrell Amy
Chief Innovation Officer

Lindsay Kelley
Chief Marketing Strategist



www.dealermarketing.net
214.224.0050

YOUR BUYER HAS EVOLVED



TELEVISION IN EVERY HOME

- First public demonstration of a televised silhouette image in motion – March 25, 1925
- Available for home purchase – 1945
- Adoption rate peaked around 1985

40 years

TABLET/ MOBILE IN EVERY HOME



JUNE 29, 2007



SMARTPHONE IN EVERY HOME?

- 70% of US adults now use smartphones

8 years



APRIL 3, 2010

Steve Jobs launches iPad

TODAY

Over 50% of Americans
own a tablet

APRIL 24, 2015





THE NEW BUYER = BUYER 2.0

BUYER 2.0

THEN

- Cold calls were answered
- Drop-ins were successful and resulted in immediate meetings
- Sales reps educated the prospects on the products and services

NOW

- Many buyers don't answer their phone at all – e.g. gatekeepers, caller ID
- Elevators don't have buttons, they have guards with digital keys to get you to your desired floor
- Google is their sales rep



WHY TRADITIONAL, INTERRUPTION-BASED MARKETING/SALES ARE LESS EFFECTIVE



#1

THE MEDIA LANDSCAPE IS CLUTTERED

PERSPECTIVE

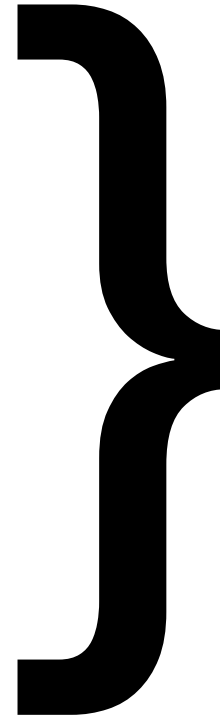
- In 1920, there was 1 radio station.
In 2011, there were 14,700.
- In 1946, America had 12 broadcasting TV stations.
In 2011, there were over 1,700.
- In 1998 the average consumer saw or heard 1 million marketing messages – almost 3,000 per day.
- In 2014 there are 1,500 stories competing to show up in your personal Facebook News Feed at any given moment.



#2

HISTORY OF DECEPTIVE ADVERTISING

Interruption.
False claims.
Over-promising.
Under-delivering.
Increased regulation.
Brand egocentrism.
Exploitation.
Lawsuits.



This
changed
everything.



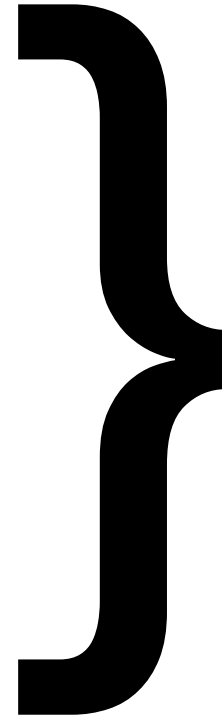
#3

NEW TOOLS

TECHNOLOGY EMPOWERS CONSUMERS

- Consumers gained access to tools and information that enabled them to dodge interruptive brand messages and instead seek out information when they're ready

VCRs.
Caller ID.
DVRs.
The Do Not Call list.
Spam software.
Broadband internet.
Smartphones.
Social media.

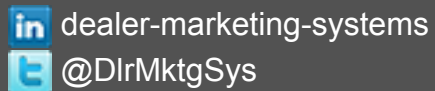


This
changed
everything.



Google search

Search everything.
Instantly.



www.dealermarketing.net
214.224.0050

BUYER'S JOURNEY

Buyer 2.0 begins their search online...

- **92%** of B2B buyers begin their search for answers online.
- They are over **57%** through the buying process before they speak to your sales reps.

BUYER'S JOURNEY



The Buyer's Journey is the active research process a potential buyer goes through leading up to a purchase

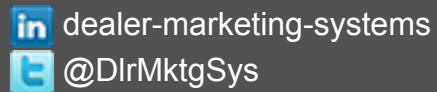
WHAT ARE THEY LOOKING FOR?

Answers

- They're asking Google to serve up answers to their challenges.
- And Google needs content to prove them to answer their question



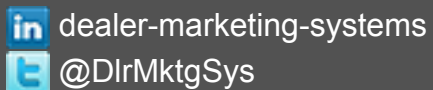
HOW CAN YOUR DEALERSHIP ADAPT?



www.dealermarketing.net
214.224.0050

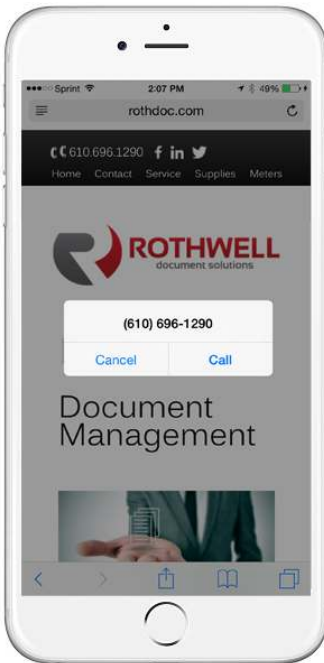


BECOME A PART OF THEIR DIGITAL JOURNEY



www.dealermarketing.net
214.224.0050

MOBILE | SOCIAL | SEARCH



Google Search

I'm Feeling Lucky

MOBILE

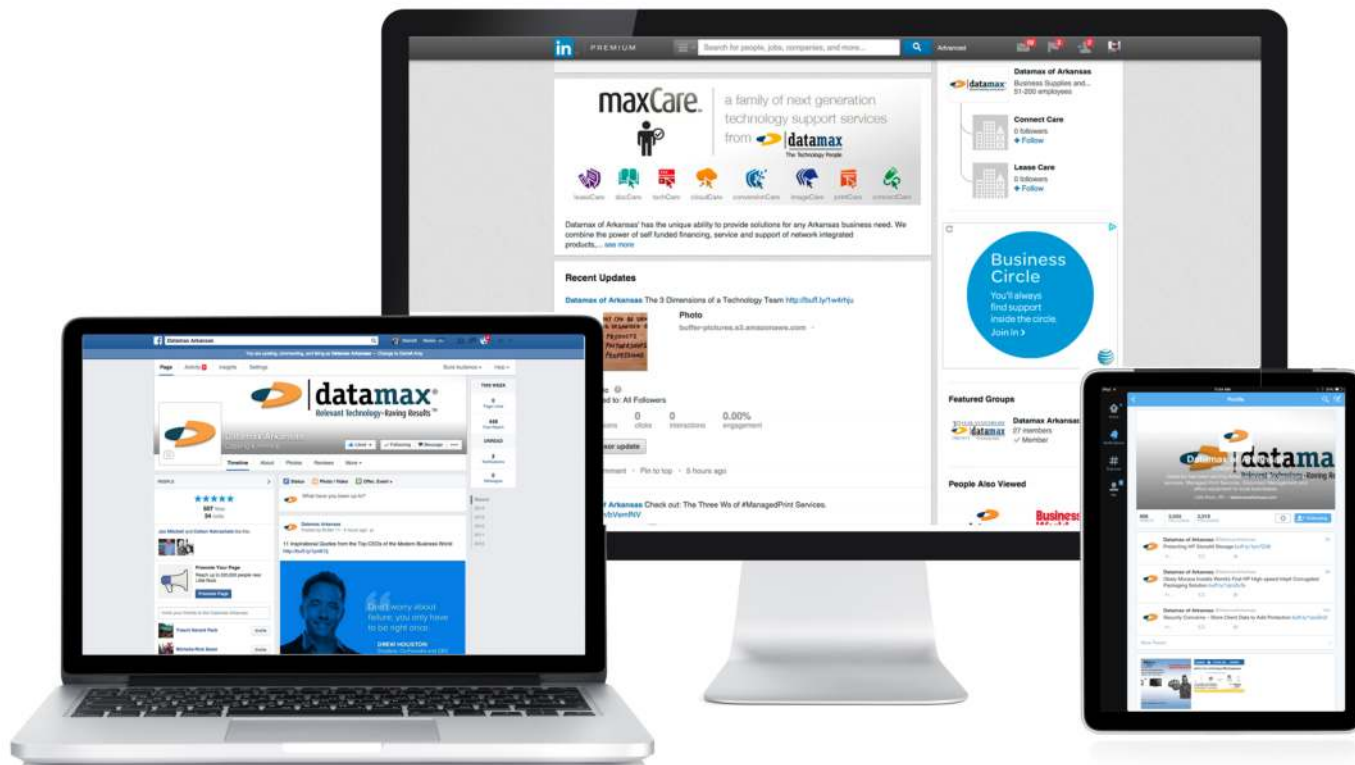


dm dealermarketing



in dealer-marketing-systems
t @DlrMktgSys

www.dealermarketing.net
214.224.0050

SOCIAL

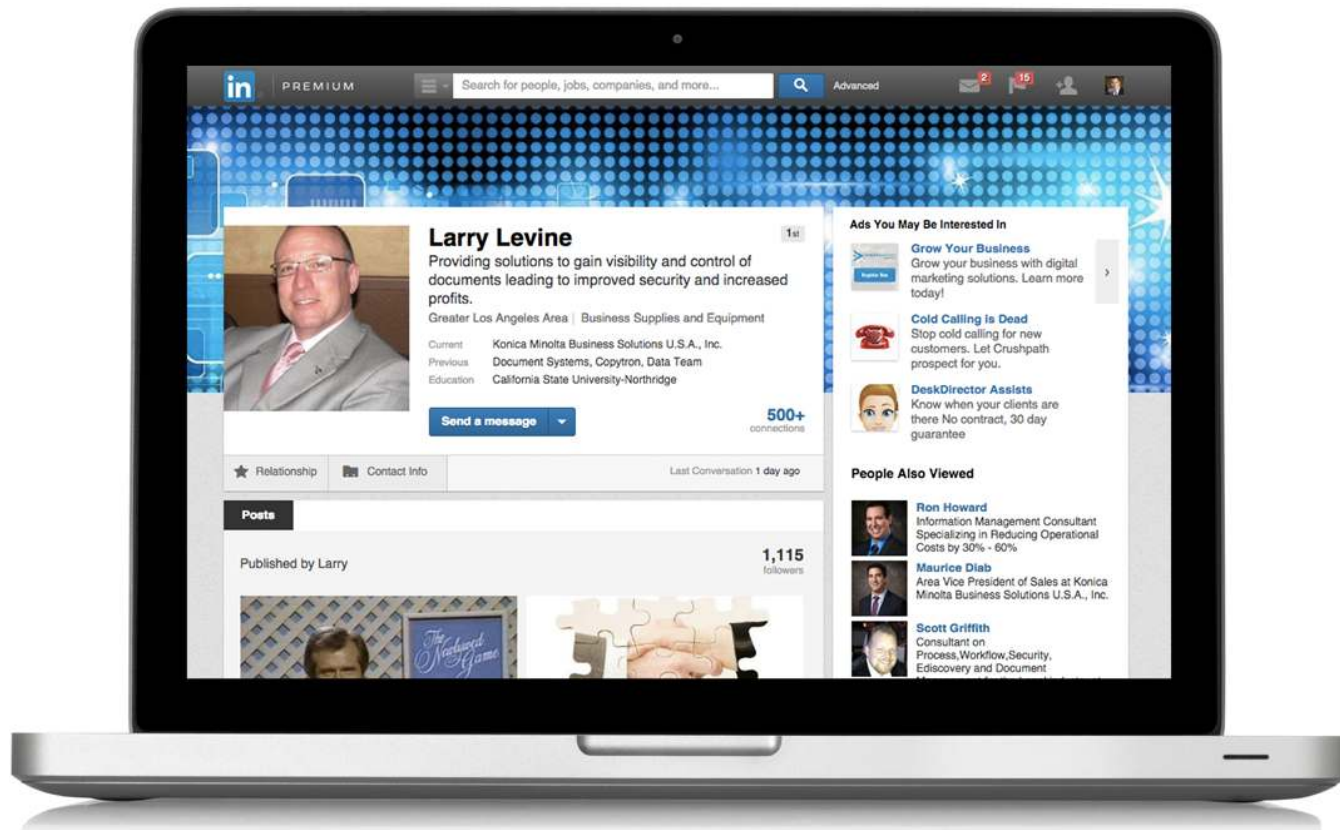


 dealermarketing

 dealer-marketing-systems
 @DlrMktgSys

www.dealermarketing.net
214.224.0050

SOCIAL



SEARCH

Google AdWords

Managed Print Services - Datamax-Arkansas.com

Ad www.datamax-arkansas.com/ ▼ (501) 313-0481
Managed Print Service in Arkansas Since 1983. Call Our Team Today!
📍 7400 Kanis Road, Little Rock, AR
Managed Print Services About Us
IT Services

Little Rock Printing Co - arkansasgraphics.com

Ad www.arkansasgraphics.com/ ▼
Little Rock High Quality Printers. Your Full Service Printing Company.

Managed Print Services - ArkansasCopier.net

Ad www.arkansascopier.net/ ▼ (501) 712-3692
Quality Managed Print Service. Call Our Local Company in Little Rock.
📍 9621 Interstate 30, Little Rock, AR

Social Media

Datamax of Arkansas (@DatamaxArkansas) | Twitter

<https://twitter.com/datamaxarkansas> ▼
... Arkansas since 1983, providing IT services, Managed Print Services, Document Management and office equipment to local businesses. Little Rock, AR.

Datamax Arkansas - Little Rock - Copying & Printing - About ...

<https://www.facebook.com/DatamaxArkansas/info> ▼
Datamax Micro <http://www.datamaxarkansas.com/> has been serving Little Rock, Arkansas since 1983. We provide IT services, Managed Print Services, ...

Website/Blog

Xerox representative XMC of Little Rock, Inc. (901) 737-8910
www.localxeroxsales.com/managed-print-services-in-little-rock-arkansas... ▼
Find Xerox Office Solutions at XMC of Little Rock, Inc. in Little Rock that are ... XMC of Little Rock, Inc. to provide high quality Xerox Managed Print Services and ...

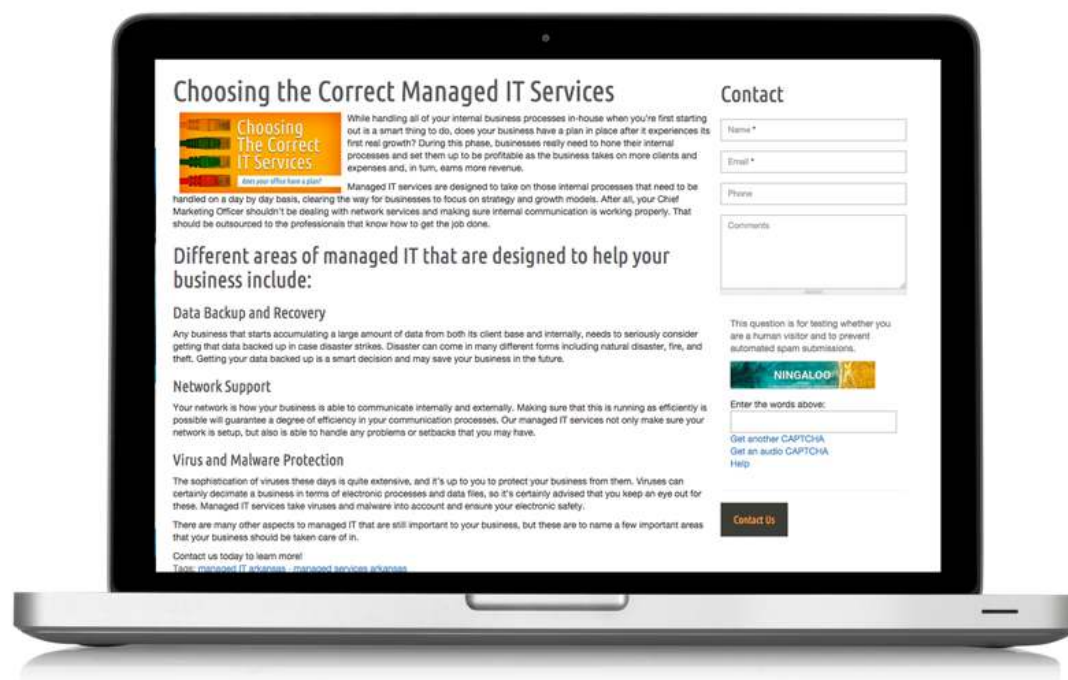
Datamax Arkansas | The Technology People

www.datamaxarkansas.com/ ▼ Datamax / Micro ▼
Slideshow Presentation. Choosing the Correct Managed IT Services ... Third Street Little Rock, AR 72204 Hot Springs, AR 71913 501.603.3000 501.624.4496.

SEARCH

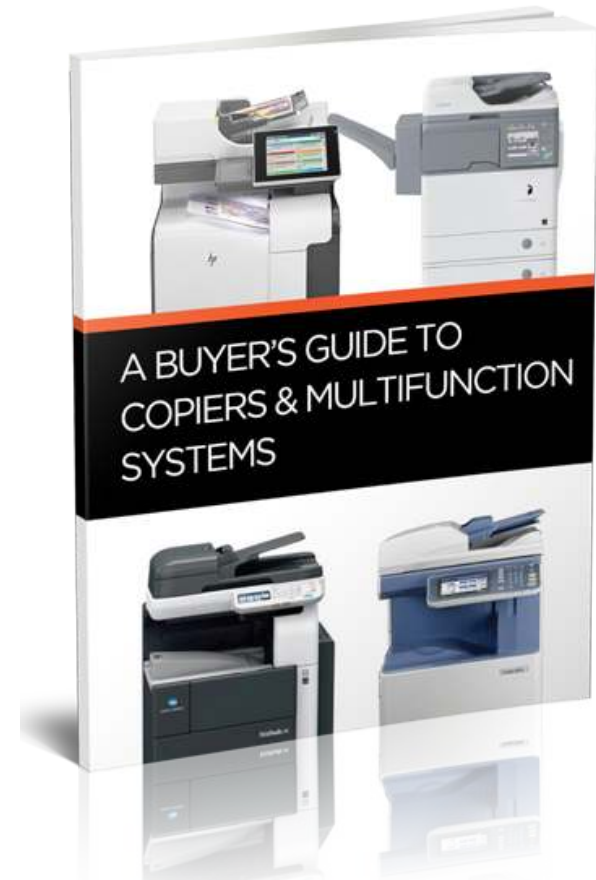


WHEN YOUR PROSPECTS SEARCH WHAT DO THEY FIND?



SALES PROCESS

- Look at your existing sales process
- Create content to match each stage
- Answer questions via blog that are typically asked during the sales process
- Provide helpful information



HOW CAN YOU PROFIT FROM THE NEW BUYING PROCESS?

1. Be an industry thought leader
2. Put out content that the prospect is seeking
3. Feed the Search Engines
4. If you're providing the quality content, then Google will favor you over competitors

HOW DO YOU DO THAT?

1. Blog with relevant keywords
2. Monitor LinkedIn activities not cold calls
3. Have your sales team post relevant articles to LinkedIn
4. Make sure you have a mobile-friendly website

KEY TAKEAWAYS

- Buyer 2.0 doesn't want to talk on the phone
- New buying process requires digital savvy
- Integrating sales and marketing is vital to sales growth
- Content is what gets you the prospects
- Follow the five-step lead generation model



QUESTIONS?

Lindsay Kelley:

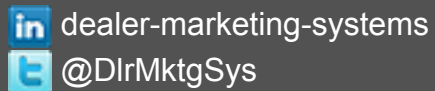
@lvkelley

[Linkedin.com/in/lindsay.kelley](https://www.linkedin.com/in/lindsay.kelley)

Darrell Amy:

@darrell_amy

[Linkedin.com/in/darrellamy](https://www.linkedin.com/in/darrellamy)



www.dealermarketing.net
214.224.0050