

Checklist:

Car Dealership Digital Strategy

Embracing a robust digital strategy is no longer optional—it's essential for a car dealership to thrive in today's market. This comprehensive checklist will help you audit your current digital presence, from your website experience to your video content and communication protocols. Use the scoring system to identify the areas where your dealership is excelling and the key priorities for immediate investment to capture more online buyers.

Scoring: Status (1: We haven't started; 2: We started to do this but haven't gained traction; 3: We're doing a good job with this)

1. Digital Channels Strategy

Category	Focus	Status 1-3
Search Dominance	Heavy investment in Search Engine Optimization (SEO) and Paid Search (PPC).	
Local Optimization	Crucially focus on optimizing the Google Business Profile (GBP) for local searches and reviews.	
Video Priority	Create high-quality, authentic video content (e.g., 360° walkarounds, test drives) for YouTube and social media.	
Third-Party Channels	Allocate significant marketing funds to third-party lead providers (e.g., CarGurus).	
Hyper-Targeting	Invest in data-driven social media advertising for hyper-targeted campaigns and retargeting.	
Website Tools	Invest in on-site digital retail tools (AI-chat, online financing calculators) for seamless sales transition.	

2. Your Website

Category	Focus	Status 1-3
User Experience	Ensure a smooth, intuitive, and professional website design.	
Performance	Achieve fast load times and be perfectly mobile-optimized.	
Virtual Showroom	Feature high-quality visuals, including 360-degree views of every vehicle.	
Transparency	Display easily accessible and transparent pricing and financing tools.	

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3. Transforming the Digital Showroom and Retail Experience

Category	Focus	Status 1-3
Immersive Content	Heavy investment in Search Engine Optimization (SEO) and Paid Search (PPC).	
Video VDPs	Crucially focus on optimizing the Google Business Profile (GBP) for local searches and reviews.	
Online Finance	Create high-quality, authentic video content (e.g., 360° walkarounds, test drives) for YouTube and social media.	
Full Retail Tools	Allocate significant marketing funds to third-party lead providers (e.g., CarGurus).	

4. Prioritizing Real-Time, Personalized Communication

Category	Focus	Status 1-3
24/7 Availability	Ensure a smooth, intuitive, and professional website design.	
Omni-Channel Protocol	Achieve fast load times and be perfectly mobile-optimized.	
Personalized Outreach	Feature high-quality visuals, including 360-degree views of every vehicle.	

5. Leveraging Content for Authority and Trust

Category	Focus	Status 1-3
Educational Content	Develop in-depth blog posts and comprehensive car-buying guides to position the dealership as an authority.	
Social Proof	Actively solicit and prominently showcase customer reviews and testimonials.	
Reputation Management	Implement a robust reputation management system focused on local platforms like GBP.	

6. Mastering Hyper-Targeted Digital Advertising

Category	Focus	Status 1-3
Social Media Showroom	Leverage Facebook, Instagram, and TikTok with captivating video and visual inventory.	
Data-Driven Targeting	Use behavioral and demographic data to serve highly relevant, precision-targeted ads.	
Retargeting Strategy	Implement retargeting to serve reminder ads featuring specific vehicles customers viewed but didn't convert on.	
Local Dominance	Ensure optimized Local SEO and GBP to capture the final stages of the buyer's digital research.	

Next Steps

Once you have completed the checklist, focus on all items scored as 1 (We haven't started) and develop a 90-day action plan to move them to at least a score of 2. For items scored as 2 (We started but haven't gained traction), implement specific metrics to measure their effectiveness and allocate additional resources to achieve traction and move them to a score of 3. This prioritized approach ensures resources are directed to the most critical gaps in your digital strategy.

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This checklist is for informational purposes only and does not constitute legal or tax advice. It is crucial to consult with legal, tax, and digital marketing professionals to assess specific circumstances and obtain tailored guidance.