



Creating Your Internet Dealership



by Bobby Malatia

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Most of us believe that the Internet is the wave of the present and future in the automotive industry. The problem is that some Upper Management in today's dealership only think of the Internet as a way to create more sales. Though creating more sales is a good and understandable goal, the bigger picture is that of creating the most profit for the dealership through the Internet. This is done not by creating an Internet Department, but an Internet Dealership. An Internet Department is for the benefit of a few sales associates and one department, while an Internet Dealership benefits and creates profits for all departments (Sales, Service, Parts, Body Shop, Accessories, Car Rental, or anything else you can make profit from).

Creating an Internet Dealership is done by promoting all profit centers of the dealership allowing consumers the ability to research and learn about what you have to offer them. This is accomplished by truly promoting everything you have to offer the consumer on and through the Internet. If you are ready to try and create an Internet Dealership, you will need to keep several things in mind.

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1. Start slow to ensure an understanding of what you are trying to accomplish as well as creating instant success.
2. Promote your profit centers on your website with good updated page information and send out data base marketing pieces that show the benefits of these departments to your customers and prospects.
3. Optimize your site using the appropriate key words and terms that will drive traffic to your website that are looking for this type of assistance.
4. Create landing pages or microsites that you can promote and manipulate to increase opportunities. Potentially even providing online credit card options to complete a transaction while the consumer is still on your site.

A. Please note that all landing pages and microsites do not have to be branded by the dealership itself. Every market place is different and some will benefit from a generic, more manufacturers looking site than others.

As more and more people go to the Internet to research and buy products, the more we must promote our many profit centers on line to stay in front of the customers we want to attract. Ultimately, becoming an Internet Dealership is about continued profitability, and that is something we all need.

If you need assistance in designing your Internet Dealership just send me an email or give me a call - I'd be glad to help.

Hope you have a great sales day today!