



Who's Buying, Seasonality, & Communication Expectations

Research & insights brought to you by Commercial Truck Trader™



Executive Summary

Commercial vehicle sales has experienced robust growth over the past few years, however the profile of today's commercial buyer is dynamic, requiring dealers to keep up-to-date with shifting industry landscapes. Throughout this buyer trend report, you'll find data gathered directly from consumers searching in the commercial vehicle market. By surveying responses from thousands of Commercial Truck Trader visitors, we are able to provide you with unparalleled consumer insights that can help you more fully understand today's consumers and ultimately move more inventory. After reviewing the state of the industry and taking an in-depth look at trends in consumer traits and purchase behaviors, we use these exclusive insights to provide tips for attracting, engaging, and influencing commercial vehicle buyers in our digital age.

State of the Industry:

Across all commercial vehicles, competition is at an all-time high - but what's driving this competition is slightly different, depending on the class of vehicle:



Heavy Duty:

Build slots are blocked out for new inventory through mid-2020, though the industry continues to face a driver shortage and increasing federal regulations.



Medium Duty:

With many municipality and other large projects on hold, the medium duty segment is in flux, with greater replacement demand than new purchases.



Light Duty:

With a saturated market and nearly full employment, conquest sales - rather than attracting new audiences - is what is growing bottom lines.

With this active and engaged industry, dealers of commercial trucks and vans have to find new ways to attract, engage, and influence buyers more effectively in order to win sales and gain marketshare. This is especially true considering that today's shoppers encounter an average of 19 digital touchpoints along their path to purchase.¹⁸ In fact, companies that use data-driven insights to direct their marketing efforts are 6X more likely to be profitable year-over-year.¹⁹ This demonstrates why getting to know potential commercial vehicle customers is so important - **fully understanding who is buying, the seasonality of their shopping habits, and their communication preferences helps you more effectively hone your online presence to attract shoppers, engage prospects, nurture leads, and ultimately close more sales.**

Commercial Vehicle Buying Trends

Commercial Vehicle Consumers

The largest share of commercial vehicle consumers continues to be Baby Boomers (45%), a group that is currently in their 60s or older. At this point in their careers, these shoppers are typically business owners, upper management, or in some other senior leadership position. It's likely that your dealership is accustomed to working with this generation, as they have been in the industry for decades now. However, our data also shows that rising generations of buyers, Gen Xers and Millennials, are collectively half of the commercial consumer market-share (47%). Though buyers in our industry have always trended older, the growing presence of younger generations is a strong indicator that the market is ready to be replenished by these Gen Xers and Millennials as the Baby Boomers retire. Market longevity is good news for commercial dealers, but it also means that it may be time to **review and refresh your dealership advertising efforts in response to the dynamically shifting landscape of shoppers.**

Commercial Vehicle Consumers (continued)

When looking at consumers' immediate purpose in entering the marketplace, the data shows two primary categories of shoppers: those looking to buy vehicles now (52%) and those who are researching for a future purchase (42%). This is a positive sign for commercial dealerships, indicating that there are healthy profits to be made right now, and predicting solid sales that can be made in the future. Based on these findings, you will have to consider both types of consumers when developing your marketing strategies in order to not only close the deal with those looking to buy, but also to remain top-of-mind among those who are researching so that they are more likely to return to your dealership whenever they decide it is time to make a purchase.

How long consumers stay in the researching stage can vary significantly. Our analysis found that 51% of commercial shoppers research inventory for 6 months or less before buying, while 49% research for half a year or more. In fact, the two most common amounts of time spent researching are 3-6 months (35%) and 12 months or more (30%). The variability in time dedicated to research among commercial consumers suggests that **dealership efforts to remain top-of-mind can truly be long-term endeavors**, and you should plan your campaigns accordingly. In particular, your online listings need to be complete and appealing throughout the year, as there are multiple consumers at different stages of the buying cycle looking for inventory at any given time.



Commercial Truck Trader, Hotjar survey data

Consumers are also split between those who are looking to buy their very first commercial vehicle (46%) and those who have previously been through the commercial purchase process (54%). Commercial dealers, thus, have two primary responsibilities as they seek to secure profits for the dealership. First, you should look to create an initial relationship with first-time buyers, establishing yourself as a commercial vehicle expert who can be relied on to guide the consumer's research and purchase experience. Second, you will need to nurture, develop, and grow your ongoing relationships with experienced buyers and retain their ongoing business by demonstrating how your dealership can provide continuing value.

However, dealers need to be strategic in their attempts to guide consumer's purchase decisions, as a massive 72% of commercial shoppers say that a dealer would not be able to change their mind about a product they intend to buy. This finding demonstrates consumers' resistance to dealers attempting to sway them too strongly away from the initial decision they set out to make. This is not to say a dealer can never influence a shopper's purchase — 28% still say their minds could be changed. Additionally, among those who say their mind couldn't be changed, it's likely they might not be so stubborn once they are in the dealership and speaking with you, especially if you have established your expertise and developed a personal relationship with them — after all, **purchases ultimately come down to the trust that exists between the buyer and the seller.**

Commercial Vehicle Consumers (cont.)

Finally, our demographic analysis of commercial vehicle consumers found that only 25% of shoppers are committed to a single manufacturer brand, while 75% are open to considering multiple vehicle manufacturers. This is good news for both single-brand and multi-brand dealerships. If you are a single-brand dealership, you can rest easy knowing that three quarters of commercial consumers are not loyal to any one brand, so the one manufacturer you represent should be able to compete with any other OEM in the marketplace. And if you are a multi-brand dealership, you can appeal to the 75% without brand loyalty, and also have a chance at capturing the 25% who are committed to a single OEM, as you're more likely to carry that manufacturer than single-brand dealerships.

46% are looking to purchase their first commercial vehicle

72% say a dealer can't change their mind about an intended purchase

25% are committed to a single manufacturer brand

Commercial Truck Trader, Hotjar survey data

Consumer Shopping Seasonality

We have already seen that consumers research throughout the year, and that finding was confirmed in further analysis we conducted, which revealed that consumers largely do not let seasonality limit their researching efforts. Very few consumers restrain their shopping to the busy season only, while a whopping 87% of consumers research in both the busy season and the offseason. This finding reinforces the notion that remaining top-of-mind is an often lengthy initiative and **online listings should be complete and competitive all year long**, as most consumers will browse your inventory throughout the year. Your dealership should be ready to adapt to that advertising reality.

When we surveyed those who browse the market during the offseason, the most common reasons for shopping in the offseason were researching for a future purchase (44%) and looking for current deals (35%). Other responses included staying up-to-date with product availability (13%) and responding to a sudden need or unexpected job (11%). Again, the data demonstrates that dealers need to be ready for both immediate sales and top-of-mind awareness efforts **all year long**. That approximately a third of buyers would make a purchase in the offseason may be a surprise to many dealers who have traditional attitudes about sales and don't value the offseason; such dealers underestimate the significant offseason potential for direct sales and miss out on this share of the market.

87% of consumers research in the busy season *and* the offseason

Of those researching in the offseason, **44%** are researching for a future purchase and **35%** are looking for current deals

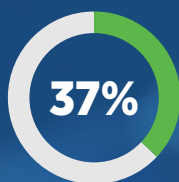
Consumer Communication Expectations

Half the battle in commercial sales is getting in contact with a prospect, and the other half is converting that lead into a sale. Once a shopper reaches out to you, they need to have a positive consumer experience leading up to their purchase decision. A major part of contributing to a positive experience is meeting and managing the prospect's expectations, as violating them can surprise and upset the consumer, likely disrupting the development of the dealer-buyer relationship and potentially eliminating your chance of making a sale entirely. **Communication is key for commercial vehicle dealers** navigating this stage of the purchase cycle and requires you to be fully aware of how consumers expect and prefer to communicate.

The most common way that consumers prefer to communicate with dealers is via email (37%), followed by phone-calls (25%) and speaking in-person (24%). In contrast, consumers are much less likely to prefer texting (10%) or live-chats (5%). The emergence of email as a form of communication is nothing new, and this data confirms that while live conversations are still familiar methods of contacting a dealer, the convenience of email has made it the most popular communication channel among commercial consumers. You should therefore be ready to send and receive messages with shoppers via their preferred methods of communication: email, phone-calls, and in-person.

Based on this data, you should have official dealership email accounts, **and should be active on them**, checking and responding to emails frequently throughout the day. You should also have a working dealership phone number which is easily accessible for answering and returning phone-calls and which is equipped with a voicemail feature so that missed calls do not result in missed sales. Finally, it is important to not only have these communication channels, but to also make sure that shoppers know they exist and can access them. Your email, phone-number, and physical address should therefore be clearly displayed in all of your advertising collateral, including your listings on third-party online marketplaces, and you should frequently check that those contact details are accurate and up-to-date.

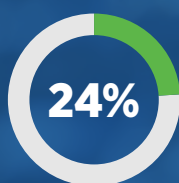
The nearly one-fourth of commercial vehicle consumers who prefer in-person communication is also notable, as you may never hear from them until they are literally walking through your dealership doors, indicating that they have been convinced to visit you based purely on the information they were able to access about your dealership and inventory online. This reemphasizes just **how important a complete and comprehensive online presence truly is** for a commercial dealer, as the average shopper comes into contact with 19 digital touchpoints along their path to purchase¹⁸.



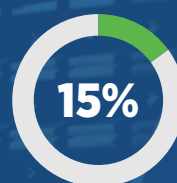
37% prefer to communicate with a dealer via **email**



25% prefer to communicate with a dealer via **phone calls**



24% prefer to communicate with a dealer **in-person**



15% prefer to communicate with a dealer via **text or live-chat**

Commercial Truck Trader, Hot Jar survey data

Once a prospect reaches out to a dealer, they will also have expectations about how soon the dealer will respond to them, and most seem to expect a relatively quick response. A majority of commercial shoppers (62%) expect to be contacted within 24 hours or less, with about half of those consumers expecting a response within an hour of reaching out to the dealer. Another 18% of prospects want to be contacted within 3 days, and 20% of shoppers say they prefer to be contacted within a week of reaching out. Commercial dealers keep busy schedules, of course, but **your dealership should be ready to meet these consumer response expectations in a timely manner**, especially for the 32% of incoming leads who prefer a response within an hour and the 30% who want a response within the same day.

Just like you always have a representative ready to greet walk-in shoppers, you should also have someone who can answer phone calls and is prepared to check and respond to emails and missed phone-messages **at least once an hour**. On especially busy days, these response-time expectations can be frustrating, which is where expectation management comes in. If dealership employees do not have the time to engage in a full conversation with a prospect the moment they reach out, a representative should at least take the time to communicate to the shopper that their business is a priority and the dealership will reach out to them by the end of the day to answer their questions. This helps the consumer feel valued and not ignored; just be sure to make that contact by the end of the day like you promised.



Commercial Truck Trader, Hot Jar survey data

As we mentioned, commercial dealers are incredibly busy individuals, so it makes sense that, from time to time, a prospect may contact you and not immediately receive a response. What happens when you do not contact a consumer with the timeliness expected by that consumer? Our data shows that 42% of consumers who do not receive what they consider to be a timely response from a dealer will actually reach out to that dealership again, but 44% will begin to look for a new dealership or private seller. Despite a healthy portion of consumers who will give an untimely dealer the benefit of the doubt, it makes sense that you may worry about the greater number of prospects that will start to move on. However, **you should never let a missed call or late email make you give up on any lead.**

Just because a consumer starts looking for a new dealer does not mean that you cannot win the prospect back once you do contact them - but you do need to be aware that the sale may now prove to be more difficult and you should plan those conversations accordingly. First, you may need to do some reputation management to make up for the potentially poor impression you may have left by violating their communication expectations. Second, you will need to recognize that they may now be in contact with another dealer and competition for their business could now be more stiff. With those realities in mind, you can strategically plan your messaging in those conversations to give yourself the best chance to win them back.

Once in contact with a dealer, prospects also have preferences for how soon they can drive the vehicle off the dealership lot. While some shoppers expect that getting the keys can take up to a month (16%) or even longer (16%), most buyers want the keys much sooner. Our research indicates that 48% of consumers prefer to receive their vehicle within one week, and another 21% expect to get the keys on the very same day of contact with the dealership. It's easy to say that inventory should always be available, but experienced commercial vehicle dealers know that it is not always possible to meet those expectations. Part of your responsibilities as a dealer, then, is to **be up-front with consumers** at the beginning of a transaction about when they'll be able to drive away with the vehicle, including an explanation of the reasons for your timeline, so their expectations are managed in a positive and productive way.

If a dealer does not make contact in a timely manner, only 42% of consumers will contact the dealer again, while 44% will look for a new dealer/seller

21% expect to get the keys the same day of contact, while 48% expect to have the keys within one week and 32% expect it to take a month or longer

Commercial Truck Trader, Hot Jar survey data

When commercial vehicle dealers understand who their prospects are, the seasonality of consumers' shopping habits, and buyers' communication preferences, it is clear that dealers can respond to this information in specific and strategic ways in order to maximize their advertising efforts and ultimately boost sales. Here are our tips and recommendations for online marketing and sales based on these buyer trends:

Honing Your Online Presence: Tips for Attracting, Engaging, & Influencing Buyers

To most effectively **capture and convert multi-generational, research-heavy commercial consumers, who often conduct searches for vehicles year-round**, both the content and the implementation of dealership campaigns must be strategically developed. Advertising in the commercial space needs to be **multi-channeled and online**, as 82% of big-item buyers conduct Internet research before making their purchase¹, encountering an average of 30 online touchpoints as they shop² and completing two-thirds to 90% of their sales journey before ever contacting a dealer³. Here's how you can effectively hone your online presence and compete in today's dynamic, digital marketplace:

Complete Your Listings

Because consumers are near evenly split between those looking to buy now and those researching for a future purchase - often conducting that research throughout the whole year - online inventory listings, both on the dealership's website and on third-party marketplaces, must always be complete, accurate, and up-to-date. If key information in your online listings is missing or incorrect, online shoppers are likely skipping over your inventory to view more helpful listings, costing your dealership potential connections, leads, and sales without you even knowing - this is the powerful impact of the new digital path to purchase. It's also worth noting that if your listings are consistently lacking, consumers may be left with a negative impression about your dealership, even if that's an unfair assumption. Instead, use accurate and updated listings to show consumers that you are an honest and competent dealer who takes pride in your inventory and wants to provide customers with the best possible purchasing experience. Key components that should be displayed in every listing include:



Comprehensive Product Descriptions:

When selling inventory, dealers should be as specific as possible. The more up-to-date and accurate information available in your listings, the more likely you are to connect with high-quality buyers looking to make a specific purchase. Therefore, you should include all relevant information, like the make, model, year, industry segment, engine make, new/used status, and the VIN or other serial and stock numbers. There's no such thing as information overload with online inventory and you want your listings to have the important search keywords that can help you be discovered by interested consumers. You also want to be sure that, with a growing percentage of first-time buyers, your descriptions have a mix of technical and layman language, because you don't know exactly how versed a potential consumer might be in industry terminology.



Vivid Inventory Photos:

Buyers are always going to want to know what a piece of inventory looks like before they buy it. Boosting sales with images relies on a simple aspect of human nature: we are visual beings who interpret images instantly, compared to language which takes longer to process⁴. When photos are added to listings, your sales pitch begins instantaneously, making it more likely a consumer notices your listings and gives them further attention. In fact, listings with images generate 58% better engagement and have a 4.6X higher clickthrough rate than listings without photos¹⁷. When uploading images of your inventory, provide multiple views and angles, capture the entire product, make sure the lighting allows the inventory to be seen, and ensure nothing in the background of the photo distracts from the actual product⁵. Additionally, if the unit is damaged in any way, do not hide that information from consumers; instead be upfront about it in your images - this will save you from future headaches when the customer actually arrives to look at or buy the vehicle.



Upfit Details:

Vehicle searches that include upfit criteria are utilized by customers that know what they want and -- as a result of being able to review upfit information -- are more informed and have higher intentions of making a purchase when contacting a dealer. This means that dealers who provide upfit information in their vehicle listings get more clicks, more leads, and more sales. Listings with upfit details on CommercialTruckTrader.com generate 44% more connections for dealers than listings without, and ads with upfit data have 33% higher conversion rates¹⁷.



Pricing:

Some dealers feel that withholding pricing details up-front might encourage potential buyers to call, but the reality is that today's buyers want as much information as possible before they contact a dealer. If you don't include a price, they are likely to move on to another dealer without you ever even knowing that you missed out on their business. Listings with pricing information receive 2X more impressions than listings without, and 8X higher conversion rates¹⁷. To be truly comprehensive, include the full price, monthly payment prices, and rental prices by the day, week, and month — whichever are relevant to your business.



Contact Information:

If your number one goal is to connect with potential buyers, then the contact information in your listings must also be up-to-date and accurate. Double check that your email and phone numbers are correct and that you've provided your physical address. If possible, embed a map-to-dealership feature so that consumers can get directions right to your door. Finally, it's important to strengthen customer relationships by nurturing connections through multiple channels, so listings should include LinkedIn, Facebook, Twitter, and other relevant social media links.

Manage Your Reputation

The data demonstrates that almost half of consumers are looking to buy their very first commercial vehicle, meaning your dealership needs to be able to be found and make a good first impression. One of the best ways to expand buyer awareness of your dealership is by appearing on local business listing and review websites, such as Yelp, Google My Business, Yellowpages, Facebook, and Foursquare, where shoppers can find your contact information and read reviews from fellow consumers. Being on these sites can improve your website's search engine rankings and also deliver high-quality prospects, as 53% of local searchers visit a business within 48 hours of their search⁶. Having reviews of your dealership present online is especially important, because 93% of customers say online reviews are important when evaluating a business⁷. If not effectively managed, poor reviews can damage your dealership's reputation, but if you react to negative reviews with level-headed and productive responses, and if you encourage satisfied customers to post their own positive reviews, you'll be able to cultivate a sterling reputation for your business that contributes to greater leads and sales.

Craft Strategic Emails

Just over half of consumers have previously been through the commercial purchase process, indicating that dealers need to nurture, develop, and grow ongoing relationships by keeping in touch with shoppers and demonstrating how the dealership can provide ongoing value after a purchase or in subsequent purchases. When communicating with buyers, marketing professionals consistently rank email as the most effective digital media channel, over social media, SEO, content development, direct mail, affiliates, and display advertising⁸ - and, according to our data analysis, email is also the most highly preferred communication channel among commercial vehicle consumers (37%). There are many benefits of email marketing, including accessing the 85% of U.S. adults who use email⁹, owning your own subscriber list, sharing a variety of content, and expanding brand awareness. Considering that two-thirds of customers have purchased a product as a direct result of email marketing¹⁰, that buyers who receive email marketing spend 138% more than buyers who don't¹¹, and that many Email Service Providers (ESPs) offer free starting packages, typically with reasonably-priced upgrades available - it's likely no surprise that email marketing typically provides a solid return on investment (ROI).

Planning Email Campaigns: To prepare for an email campaign, you first need to determine what purpose a campaign could serve and then organize a specific strategy around that goal, including finalizing what type of content you will share and how frequently emails will go out. It is best to organize, schedule, and track your campaign via a content calendar, so you can guarantee emails go out on a regular basis. The next step will be to select an ESP to provide user-friendly software to create, develop, and implement your email marketing strategies. You'll also need an audience to receive your emails, so it will be necessary to figure out how you can grow your subscriber list. Popular strategies include requiring an email to access certain parts of your website or to download special content, asking social media followers to subscribe via a landing page, or collecting emails in-person while at tradeshows or in your dealership, potentially in exchange for a giveaway or prize.

Implementing Email Campaigns: To actually put together a successful email campaign, dealers should design emails that use high-quality images, are responsive (able to be read on all devices), communicate a clear Call-to-Action (CTA), include links to your website and social media, and follow federal guidelines for commercial emails. To grab a reader's attention and convince them to open the message, email subject lines should align with the targeted demographic's interests, use the recipients' first names, accurately describe what will be in the message, and avoid being overly complex. Once an email is designed and a subject line is set, the next step for a dealer is to preview and test the email to double-check that the email appears correctly -- across all devices -- and that all the links work. You may even consider A/B testing, in which you send two different versions of the email to a small group of your subscriber list to see which email performs better -- the higher-performing email is then the version you send to the rest of your subscribers.

Monitoring Email Campaigns: Once your dealership's email campaign is off and running, it is essential to monitor the campaign, paying attention to Key Performance Indicators (KPIs), including deliverability, open rates, click-through rates, and unsubscribes. There is no "right" metric - it all depends on what you'd like to get out of your campaigns, whether it's brand awareness or clicks to your listings. Collecting and analyzing this performance data allows you to make changes and improvements, either to a current campaign or future emails. Based on your data, you can also begin to segment your audience based on the strategies or content they have most engaged with in past campaigns. This allows you to send future emails to audience segments based on where they are in the purchase lifecycle, which enhances your ability to get them the information they want or need that is most relevant to them in the moment and helps you nurture leads and close sales.

Develop Provoking Content

Dealers can sometimes overlook content marketing, as it does not involve directly pitching prospects on a sale. However, content can so effectively generate attention around topics related to for-sale products or services that it has been found to produce 3X as many leads as traditional marketing while costing 62% less¹². Content marketing can also contribute to building brand awareness, improving search engine rankings, increasing social media engagement, and nurturing consumer relationships. Similar to email campaigns, it is best to plan out your dealership's content strategy ahead of time, post regularly, and track your content's performance to identify areas of improvement. Whether you decide to publish a blog or record a podcast, deciding the exact content to develop can be tricky for any dealer. Here are some key questions to consider that may help determine your content:

- ✔ What are you comfortable talking about?
- ✔ What do you know? What can you learn?
- ✔ Can you provide exclusive information or a unique perspective?
- ✔ Can industry pros or local businesses provide guest content?
- ✔ How does the content relate to the industry?
- ✔ How does the content relate to your customers' businesses, or to them personally?
- ✔ Is the content timely? Does it match up with the current business cycle, time of year, or ongoing current events?

While it is great to develop your own content, resource constraints might make it difficult. However, you can still curate a reputation as an expert by sharing content created by others in the industry. Produce a podcast in which you review important industry news you've recently seen in respected publications, or write a blogpost in which you highlight the key takeaways from an insightful industry article. Doing so can save you time while still communicating to consumers that you are a trusted source for essential information about the industry - just be sure to always cite the original creator/publisher of that content.

Take Advantage of Social Media

The most-used social platforms in the U.S. are Facebook (62%) and Instagram (36%)¹⁶, and in today's world, social media networks such as these provide an invaluable avenue for you to reach consumers right where they are -- on their phones. In fact, 78% of U.S. consumers have discovered products to buy on Facebook¹³, and 21% of social media users say they are more likely to buy from brands that they can reach on social platforms¹⁴. Dealers may rightly point out that Baby Boomers, to whom dealerships have long catered, are less likely to be on social media, which is true, but keep in mind that the data shows younger buyers are a rapidly increasing share of the commercial vehicle marketplace, and they are much more likely to be on social media. Research has demonstrated that for Gen-Z and Millennials, social media is THE most relevant advertising channel¹⁵. Clearly, dealers need to develop a sophisticated social media presence to not only prepare for the social-dominant future, but also to reach the younger social-dependent buyers who are in the market right now.



Take Advantage of Social Media (cont.)

There are many ways that social media can boost your dealership's marketplace influence. First, establishing a social presence helps you expand consumers' awareness of your dealership. Even if one of your posts never goes "viral," staying active on those accounts also helps your business remain top-of-mind when your followers think about commercial vehicles. Social media can also help you manage your reputation and develop customer relationships as authentic and transparent posts which offer your personal perspective or give a behind-the-scenes look at your business serve to humanize your dealership's brand. Being relevant and personable builds trust, while your shared experiences and insights establish credibility. You can additionally use social media to share inventory and promotions directly, helping you drive website traffic, connections, leads, and sales.

Meanwhile, browsing with your professional account allows you to learn more about your customers, monitor conversations about your products, business, or industry, keep an eye on your competition, and keep up with industry news. Armed with such knowledge, you can tap into trending topics, remain relevant and competitive, and continue to manage your reputation by engaging in responsible customer service and support -- you'll be surprised how many followers will reach out to you via social media with customer service concerns. Finally, social media also comes with a number of tools and strategies for advertising and retargeting campaigns, as well as relatively in-depth reporting, helping dealers keep statistical track of how accounts and ads are performing.

Conclusion

Competition is at an all-time high in commercial vehicle sales, but the industry is shifting in new and dynamic ways, as consumers are increasingly younger and doing in-depth research online year-round. Among these shoppers, there is a healthy mix between those buying their first commercial vehicle and those who have been through the purchase process before, with very few consumers saying they are committed to any one manufacturer brand. While buyers are motivated and determined to make the purchases they set out to make, they have high standards of communication expectations when contacting a dealer. Emails and phone-calls are consumers' preferred methods of communicating, and - once they reach out - most commercial shoppers expect to receive a fast reply from the dealer and to get the keys to the vehicle relatively quickly.

Dealers who want to attract and engage these multi-generational, research-heavy commercial prospects who conduct searches for vehicles year-round need to make significant efforts towards honing their online presence, including having complete listings, managing their reputation, implementing strategic email, social media, and content marketing campaigns. It is also essential for dealers to make sure they are meeting and managing buyer expectations, contributing to a productive relationship and smooth purchase process.

Commercial Truck Trader, a division of Trader Interactive, is the leading online marketplace for buying and selling new and used commercial vehicles, including light, medium, and heavy duty trucks and trailers. Our mission is to bring commercial vehicle buyers and sellers together by providing our dealers and manufacturers with comprehensive listing packages and innovative advertising products that place inventory in front of relevant, high-quality buyers. Listing inventory through Commercial Truck Trader ensures that dealers can maximize their exposure, generate connections, drive sales, and boost profits. For more information, please visit www.CommercialTruckTrader.com.

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