



Best Practices for Vehicle Listings during COVID-19

Especially during times of social distancing – when more people are at home and online, and when shopping and purchasing becomes more and more digital – it’s essential to maximize exposure for your inventory listings. Certain components can make or break online lead generation, so follow these steps to get yourself **P.A.I.D.**

P

\$ Listing your vehicle **Price matters.**

Vehicle listings that include price perform much better than listings without. Conversion rates are 7x higher and listings with price receive 44% more engagement than listings that don’t include price. Listing your price also allows you to take advantage of our “Make An Offer” feature which encourages consumers to make an offer on the unit that interests them, creating more lead opportunities for you.

A

Be **Available** to prospective buyers.

As prospective buyers continue to research and shop online, now more than ever it’s important to be available for these buyers. Features such as our Live Chat and “Request A Video Chat” allow you to engage with buyers and capture their attention while they are shopping your units on our marketplace sites.

I

It’s essential to include a minimum of **25 Images.**

The more the merrier! Make sure those images include the following: 360° view (every corner), upfits, vehicle interior, front and back of the vehicle and tires. Go beyond images and include videos to your listings as well, giving consumers a more interactive view of the unit. Utilize our “Request a Video” feature to capture more engaged consumers who want additional details about a unit right on the listing detail page.

D

Provide a robust **Description** to encompass **Specifications, Keywords, Vocation and Upfit.**

Specifications - Address all vehicle specifications to ensure your listings appear in even the most advance searches by including class, mileage, condition, fuel type, etc.

Keywords - Include keywords that potential customers are currently searching for online. For example, the word ‘automatic’ is a top search word.

Contact us today for more information about how we can help your inventory stand out during this unprecedented time.