



Evolution of the Commercial Truck Consumer

Tapping into your consumer yesterday, today, and tomorrow



Agenda



- **Commercial Truck Buyer:** Yesterday, Today, and Tomorrow
- Creating a Marketing Message That **Reaches Across Generations**
 - **Entice** with a Robust Digital Presence
 - **Expand** Your Reach
 - **Engage** With Your Audience
- **Analyze** Your Data



Commercial Truck Buyer: Yesterday, Today, and Tomorrow

┌ Prior to the internet, the commercial truck consumer buying experience traditionally happened in three steps:

1

**Stimulus
of a Need**

2

**First Moment
of Truth**

3

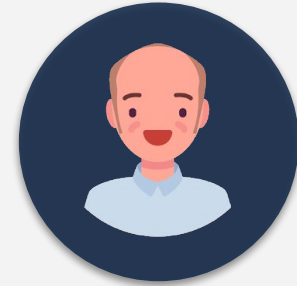
**Second Moment
of Truth**

Yesterday

- ✓ A slower buying process
- ✓ Less informed customer
- ✓ Relied on print to find new units
- ✓ High value on customer service
- ✓ 85% researches products on their computer



The missing link in 2020 is the **Zero Moment of Truth**



Baby Boomers

Born 1946 – 1964
69.56 Million

Majority will reach out to **5 or more dealers**

(hotjar, 2020)

The Zero Moment of Truth

The zero moment of truth refers to the time when a consumer opens up their computer and begins the buying process.



What Does the Market Look Like?



Boomer

31% of customers
56 – 74+

Nearing Retirement
Married with Children



Gen-X

34% of customers
40 – 55

Still Active in Their Careers
Married with Children



Millennial

21% of customers
25 – 39

In the throws of their careers
Half Married with Children



Gen-Z

12% of customers
13 – 24

Just Starting Their Careers
or Internships

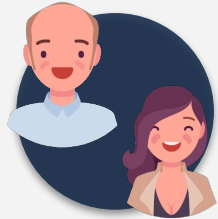
Today



Gen X
Born 1965 – 1980
65.17 Million



Zero Moment
of Truth



Traits of Boomers
and Millennials

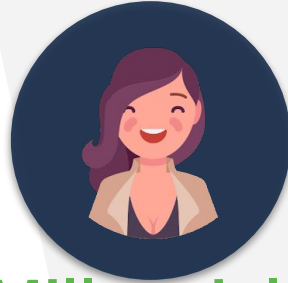


Conduct research on
their computer



Will reach out to only
2-3 dealers

Today



Millennials

Born 1981 – 1996
72.12 Million



Zero Moment
of Truth



Almost completely
digital



Consumers spend
significant time in
research phase



Will reach out to only
1-3 dealers

Tomorrow



Gen. Z
Born 1997 – 2012⁴
67.17 Million⁴



Start with a Google search when researching



Acceleration towards more digital



Consumers expecting personalization



Half of Gen-Z said **COVID** made them more likely to conduct additional research online

A white van is shown in the foreground, driving on a winding road. In the background, a smaller car is visible on the road, and the landscape consists of hills and a clear sky. The text is overlaid on a dark blue banner across the middle of the image.

Creating a Marketing Message that Reaches Across Generations



Invest In Digital Solutions That Expand Generations

01

Entice with a Robust Digital Presence

02

Expand Your Reach

03

Engage With Your Audience



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Your
Consumer
Has Made
Up Their
Mind

72%

of consumers across
generations said a dealer
could not change their
mind about what they are
interested in.

Create a Virtual Shopping Experience

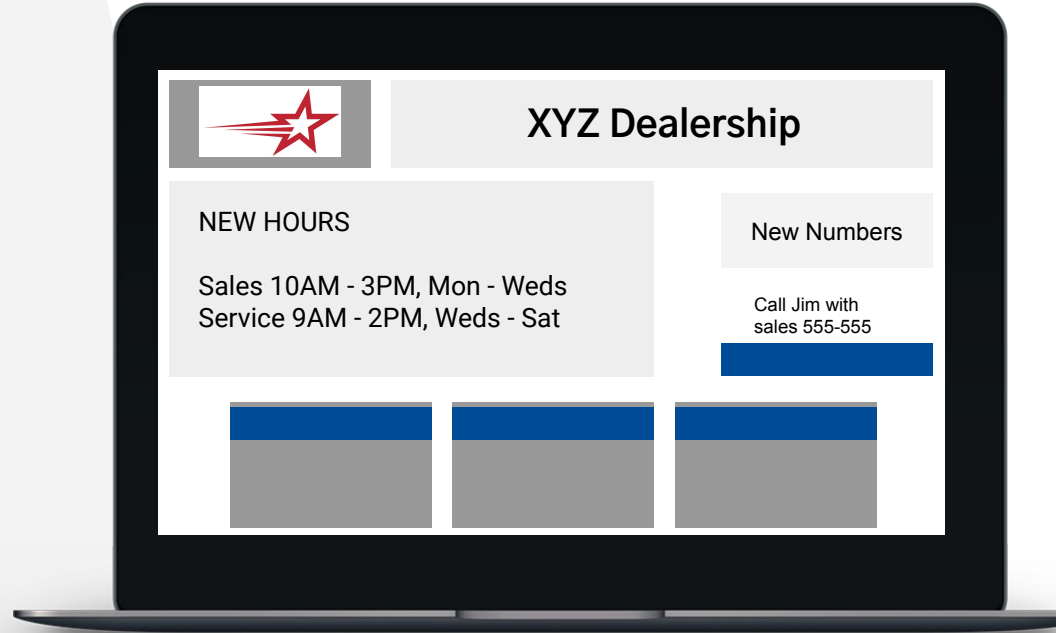
- ✓ Keep Your Website Updated
- ✓ Fresh Layout
- ✓ Modern Technology



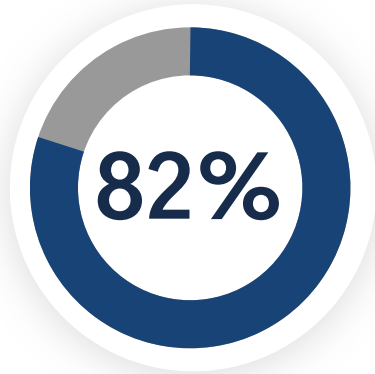
Optimize Your Website

Every question should be answered:

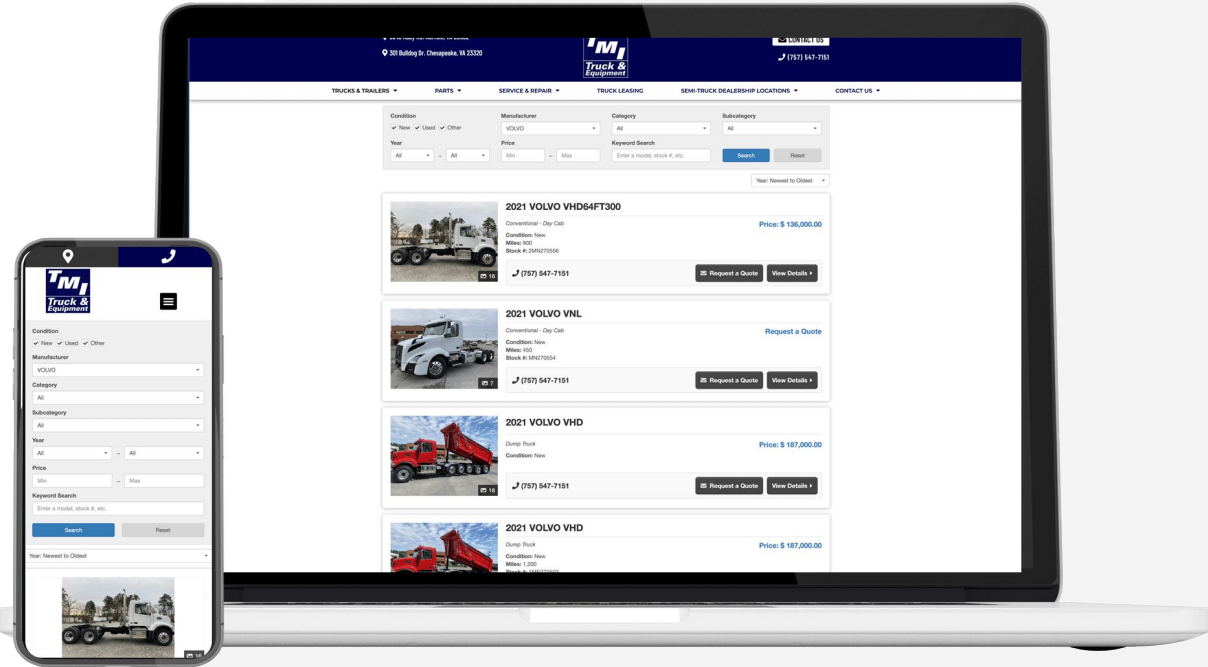
- ✓ Location
- ✓ Hours of operation
- ✓ Sales Staff
- ✓ Social Pages
- ✓ Blog



Listings



Of consumers across generations said that listings are an important part of their research





P

Price

Include all associated costs • Be transparent



A

Appearance

Include keywords • Include all locations



I

Images

Visuals increase memory retention by 42%
Support your descriptions with images AND video



D

Descriptions

Highlight capabilities
Mix of technical info with a vivid description

A background image showing a person's hand interacting with a tablet device. The person is wearing a blue shirt. The image is partially obscured by a dark blue overlay with white text.

It's As Easy
As Getting
P.A.I.D.

Hone your Online Listings – Price

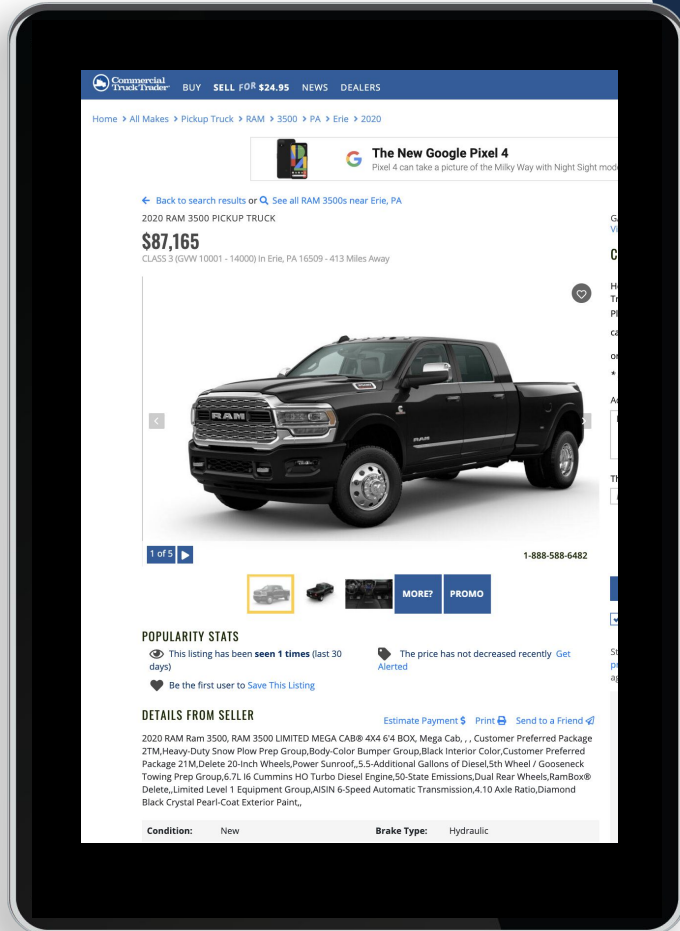
Top Tips:

- ✓ Make sure to include all associated costs to the purchase unit
- ✓ Be transparent
- ✓ Include additional costs, as well as any fees, and options for delivery and maintenance additions

ADDITIONAL FEES:

- ✓ Sales tax
- ✓ Transportation or delivery fee
- ✓ Warranty costs
- ✓ Added features or accessories

Hone your Online Listings – Appearance



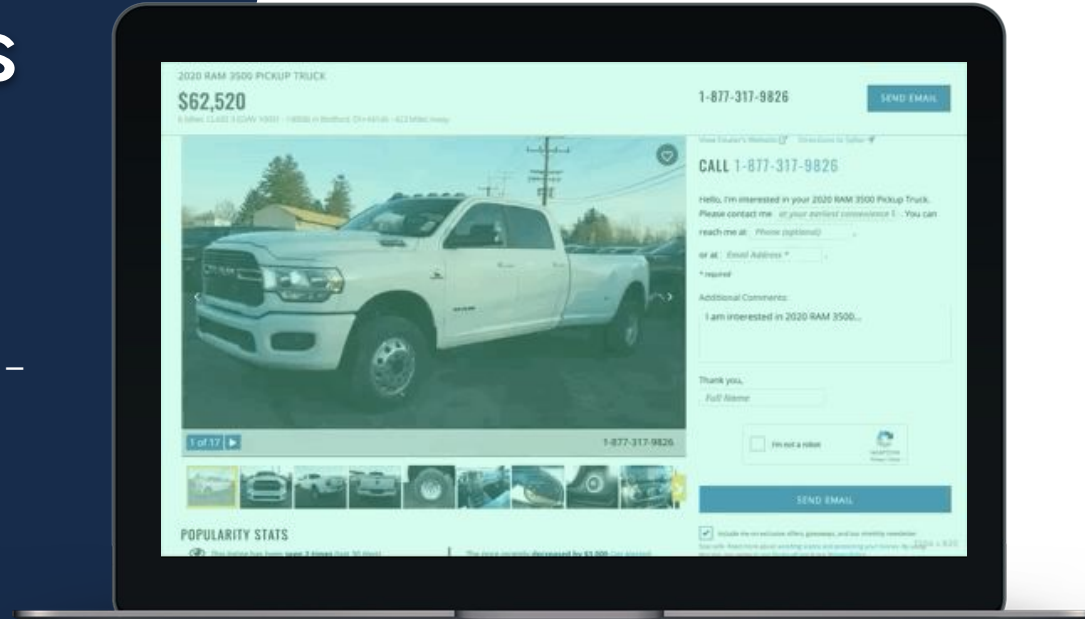
Top Tips:

- ✓ Make sure to include keywords that people are searching
- ✓ Include all location addresses on your website
- ✓ Use as many keywords as possible. For example: “upfit,” “Cargo,” “Dry Van,” and “hardwood floors” are top searches

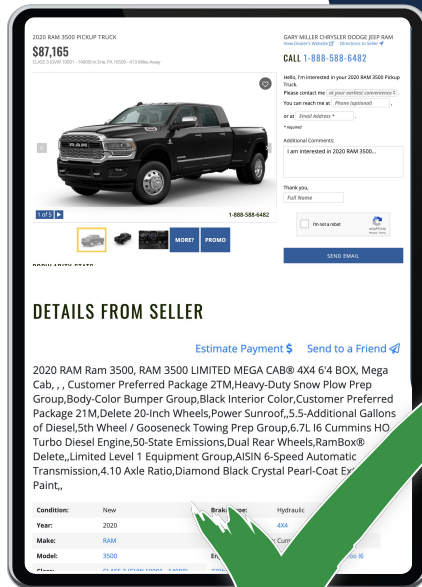
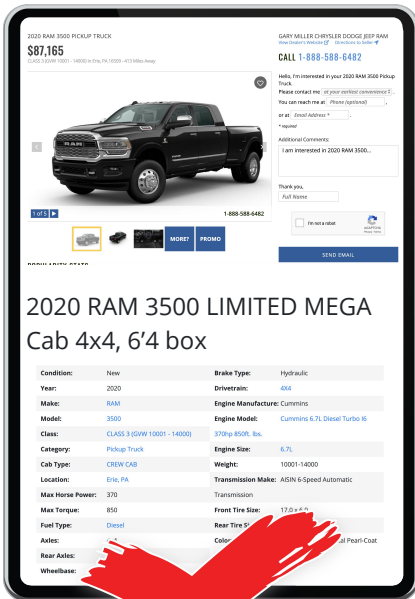
Hone your Online Listings – Images

Top Tips:

- ✓ Visuals increase retention by 42%
- ✓ Include as many pictures as possible – images are replacing face to face contact
- ✓ Be Honest – Show everything
- ✓ Include 360 Degree Walk arounds
- ✓ Allow consumers to request a video

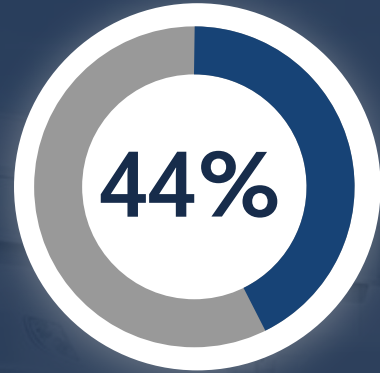


Hone your Online Listings – Descriptions



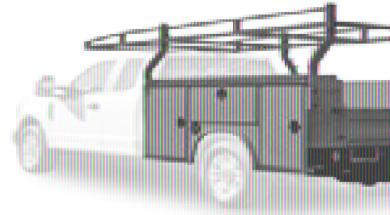
Top Tips:

- ✓ Highlight the capabilities of this particular unit
- ✓ Mention you are the only commercial dealer for miles
- ✓ Create templates to quickly update descriptions
- ✓ Mix of technical information with a vivid description

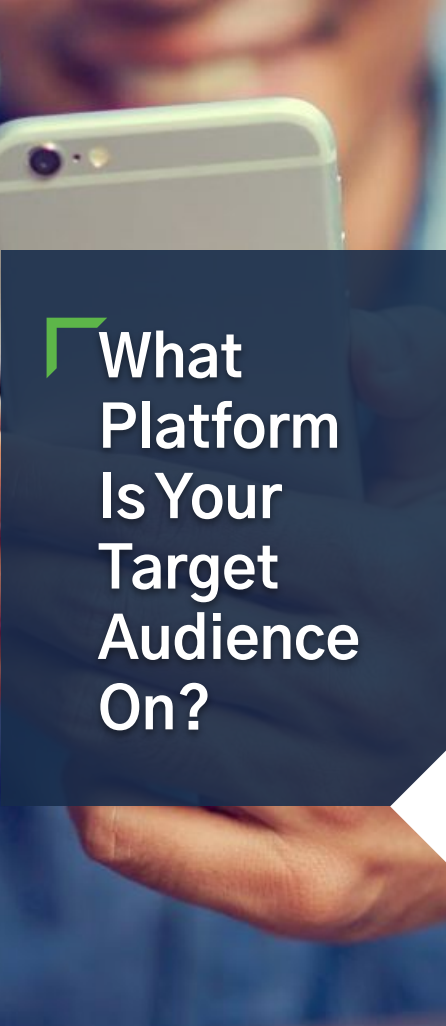


Listings that contain upfit information generate an average of **44% more leads and connections**

Don't Forget Your Upfit



- ✓ Important to list
- ✓ Features available that will add upfit information automatically



What Platform Is Your Target Audience On?



Baby Boomers¹
Born 1946 – 1964⁴
69.56 Million⁴



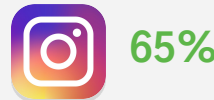
Gen X²
Born 1965 – 1980⁴
65.17 Million⁴



Millennials²
Born 1981 – 1996⁴
72.12 Million⁴

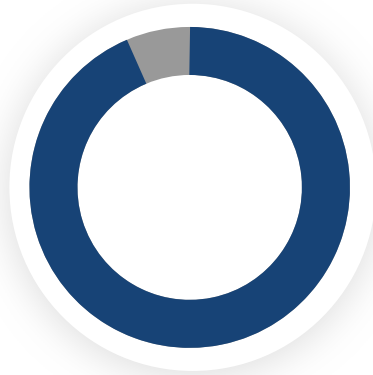


Gen. Z³
Born 1997 – 2012⁴
67.17 Million⁴



Source: 1. Statista, 2. Martechseries, 3. Businessinsider, 4. statista

People Increasingly Using Social Media



93%

Increase in organic reach from the beginning of the pandemic compared to prior.



Trusted
Branding



Post Engaging
Content



Develop a
Cadence

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Consumers listed **Third Party Marketplaces** and **Google** as the primary way they research a purchase

Build On Previous Steps



Ensure website is built well



Relative Content

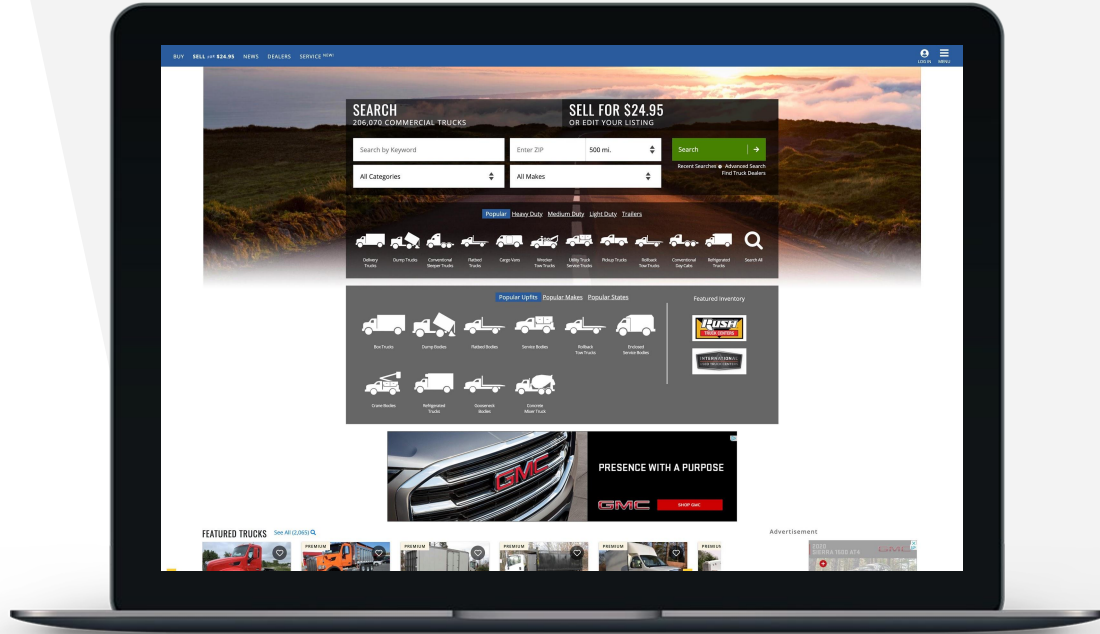


Listings



Get The Most Out Of Your Third Party

- ✓ Invest in SEO
- ✓ Ad Flexibility
- ✓ See what additional features they include
- ✓ No such thing as information overload
- ✓ Connect To Social





Geo-Fencing



170%

Geofencing cost-per-click is 170% cheaper than traditional display ads*

- ✓ Dominate a Local Market
- ✓ Increase New Web Visitors
- ✓ Access Select Audiences
- ✓ Promote The Entire Business
- ✓ Target Multiple locations
- ✓

Retargeting



Social Retargeting



Visit to View
Our Full Inventory

Click Here



www.website.com

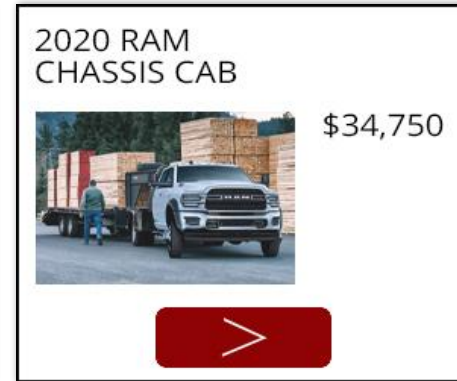


Display Ads




MODEL YEAR CLOSEOUT SALE
\$4,000 Off All 2016 - 2018 Models

VIEW DEALS



2020 RAM
CHASSIS CAB



\$34,750

>



Dynamic Ads

Budgeting



Trial and Error Period



People spending more
time online across
generations



Target them where
they are

Of the 24 most common marketing touchpoints on this path, 19 are digital

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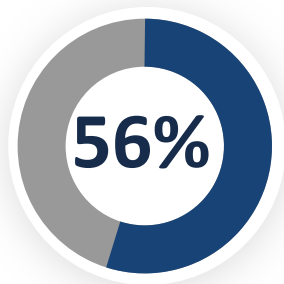
Expand Your Reach

03

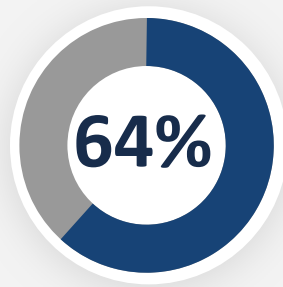
Engage With Your Audience



They Want To Hear From you Immediately



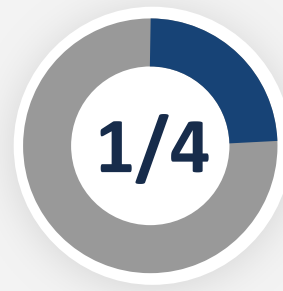
56% of consumers across generations want to hear from you **within an hour or that same business day**



64% of consumers said if they reached out to a dealer and did not receive a timely response they would be **less likely to do business with them**



Only **1.5% of Boomer consumers** would be ok waiting a week before hearing back from you



Nearly a **QUARTER** of all consumers expected an even quicker response due to COVID-19

Across generations consumers listed email and **Text Messaging** as their preferred way to contact a dealer



81%

of American adults use SMS text on their mobile device



7.2x

Across Trader Interactive platforms, dealers are receiving **7.2x the amount of texts** they received in 2019

Texting Best Practices

- ✓ Choose The Best Number
- ✓ Respond Quickly
- ✓ Introduce Yourself
- ✓ Be Professional
- ✓ Keep Your message simple
- ✓ Wrap up with new steps



Engage your Audience – Emails



21%

Email open rates **increased by 21%** in March 2020, even with high jumps in send volume ¹



71%

On CTT we saw over a 71% lift in emails through Sept 2020

Source: <https://blog.hubspot.com/marketing/covid-19-benchmark-data>

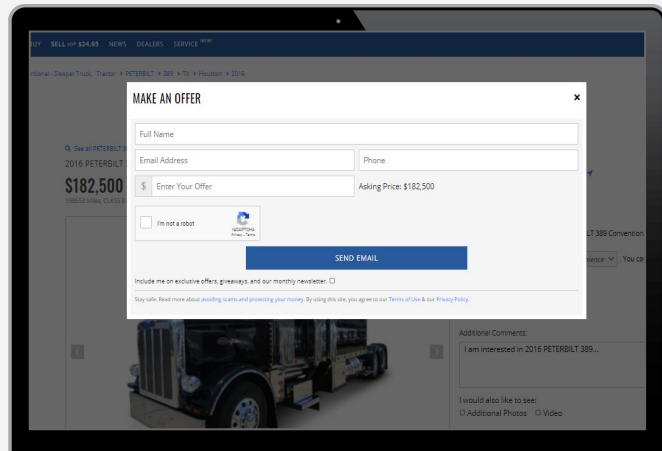
Email Campaigns

- ✓ Design Your Emails
- ✓ Set Subject Lines
- ✓ Content
- ✓ Call To Action
- ✓ Can Spam Act
- ✓ Free Services



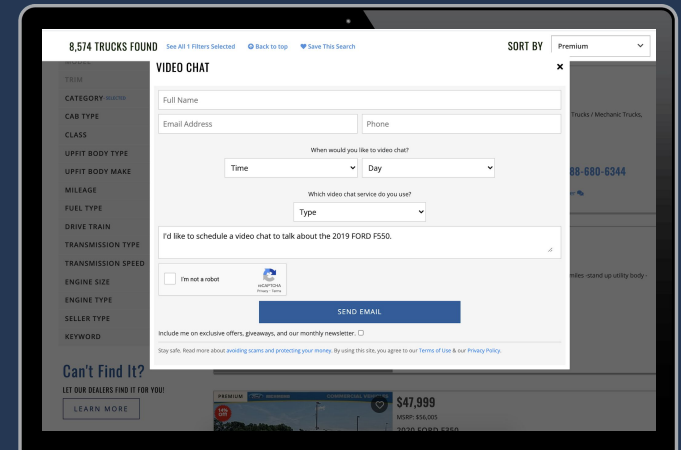
COVID Creating New Opportunities

Make An Offer



The screenshot shows a laptop displaying a 'MAKE AN OFFER' form. The form includes fields for 'Full Name', 'Email Address', and 'Phone'. Below these is a section for 'Enter Your Offer' with a 'SEND EMAIL' button. There is also a checkbox for 'I'm not a robot' and a 'SEND EMAIL' button. The background shows a truck listing for a 2016 PETERBILT with a price of \$182,500.

At CTT we've sent over **31.5k Make an Offer** Requests in Q2 & Q3!



The screenshot shows a laptop displaying a 'VIDEO CHAT' form. The form includes fields for 'Full Name', 'Email Address', and 'Phone'. Below these is a section for 'When would you like to video chat?' with 'Time' and 'Day' dropdowns. There is also a section for 'Which video chat service do you use?' with a 'Type' dropdown. Below this is a section for 'I'd like to schedule a video chat to talk about the 2019 FORD F550.' with a 'SEND EMAIL' button. There is also a checkbox for 'I'm not a robot' and a 'SEND EMAIL' button. The background shows a search results page for '8,574 TRUCKS FOUND'.

Request A Video Chat



Analyze Your Data





Companies who adopt data-driven marketing are **6x more likely to be profitable** year-over-year¹



Monitor Your Leads



56%

Visitor traffic across all of
Trader Interactive's
marketplaces **increased**
56.2% YoY



3.62%

Record breaking **conversion**
rate of 3.62% on Trader
Interactive marketplaces



Understand
shopper
behavior

Have stronger
conversations



Leads are
more valuable
now

Convert them
faster



Lead Attribution

Assign and Track in a CRM

- ✓ All information lives in one database
- ✓ No pause if your sales reps are not available
- ✓ Helps you sell a personalized experience



Let us know your feedback!

Contact Us:
marketing@traderinteractive.com



**Commercial
Truck Trader®**