



# How to Turn More Facebook Leads Into Customers

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All too often, we hear from Dealerships who've tried Facebook Lead Ads and claim the leads they generated were rubbish because the leads didn't end up purchasing, didn't know they filled out the form, didn't want to speak to a salesperson or were just not interested.

From our experience working with hundreds of Australian Dealerships and generating thousands of leads per month, the problem usually isn't that the leads are poor.

The real problem is that some Dealerships & Sales Teams do not fully understand how Facebook Leads are generated and how these leads fit into the modern consumers digital journey to purchasing a new car.

Claiming Facebook doesn't work simply means Dealerships aren't looking at the bigger picture. They're judging the success of Facebook leads based on calling a lead and treating them the same as every other lead source.

Dealerships need to focus on the entire buying journey and realise the modern consumer will complete most of their research & purchasing decisions online and not in the Dealership.

Social Media allows us to engage much earlier and far more frequently in the buying journey than ever before. But, it is imperative that Dealerships understand how to communicate with these leads, provide genuine value & remove points of friction at every interaction.

We hope this guide enables every Dealership to not only sell more cars using Facebook Lead Ads, but to also create better consumer experiences throughout the car buying journey.



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## 1. The Modern Consumer

A digital path to purchasing a new vehicle

## 2. Understanding

Facebook & Facebook leads in the consumer purchasing journey

## 3. Communicating & Converting

Facebook Leads at different buying phases

# Modern Consumer's Path to Purchasing a New Vehicle.

Buying a car is a significant investment, one of the biggest a consumer will make. Not just in terms of money, but also in terms of time and effort.

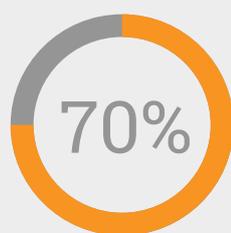
The average purchase cycle for buying a new car is 62 days <sup>(1)</sup>



A consumer going through this journey can have over 900+ digital interactions before making a purchase <sup>(2)</sup>. These digital interactions occur at pivotal "Auto Shopping Moments"

Which car should I buy? Is it right for me? Can I afford it? Where should I buy it? Am I getting a good deal?

These interactions will span numerous platforms; Search Engines, OEM Websites, Online Videos, Vehicle Review Sites, Dealer Websites, Social Media, Advertising, Marketplaces & Classified Directories. These interactions will also spread across multiple devices; Mobile Desktop & Tablet.



## Fact:

Over 70% of digital interactions during the buying journey occur on a mobile device.

## Myth: Lowest price will always win.

While price is important to consumers, the dealership experience can trump lowest price. In a US Autotrader study, 54% say that they would buy from a dealership that offered their preferred experience over lowest price. Additionally, 73% report that they are willing to drive farther for a great salesperson, versus 65% who would drive a greater distance to get the lowest price <sup>(9)</sup>.

# The Car Buyer's Journey.



## Auto Shopping Moments

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Which car should I buy?
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Is it right for me?
- 

Can I afford it?
- 

Where should I buy it?
- 

Am I getting a good deal?

# Auto Shopping Moments Explained.



## Which car should I buy?

Car shoppers enter the market unsure which car to buy <sup>(4)</sup>. They can start their buying journey in several ways; By reaching out to a friend or family member, by reading blogs or forums, searching on review sites or by becoming aware of a vehicles on social media and TV advertisements.



## Can I afford it?

Once consumers can imagine owning a particular vehicle, they need to know if they can afford it. And again, people are grabbing their smartphones to find a fast answer.



## Am I getting a good deal?

OK, the deal just got real. The shoppers are at the Dealership and they know what they want but they need to know they're getting a fair deal. This used to be a matter of going with your gut, but today's consumer are going with their phone. Over half of all car shoppers use their smartphones while at the dealership <sup>(6)</sup>. The most common action people perform with their phones while on the lot, not surprisingly, is confirming that they are getting a good price on a vehicle.



## Is it right for me?

At some point, a shopper needs a reality check: will this car fit my needs and my life?

Information about practical considerations like seating accommodations, off-road ability, towing and load capacity and number of airbags, are the hallmark of this stage.



## Where should I buy it?

Even as the majority of the car shopping process moves online, the visit to the nearby car dealership remains a crucial step in the journey. In fact, search interest for "car dealerships near me" has doubled in the past year. Of those that used their mobile devices as part of the purchase process, one in three located or called a dealer on their mobile device.

# Understanding Facebook & Facebook Leads in the Consumer Journey

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Facebook & Instagram are not the primary platforms that consumers use to actively search for and research brands, vehicles and dealerships.

Facebook & Instagram are social networks that are used for entertainment & socialising. However as 83% of the Australian adult population actively use Social Media <sup>(8)</sup>, it is often the place where consumers first become aware of a Dealership, Brand or Vehicle, allowing us to interact and engage before the buying process even begins.

Once the consumer starts to actively research a new vehicle purchase, we can pick up on these in-market indicators and leverage Social Media to stay with them throughout the entire buying journey.

We could simplify this Buying Journey into three phases;



## **Awareness Phase (First 35 days)**

Not aware of the features, style or brand of vehicle they intend on purchasing or when they are looking to purchase.

## **Education and Consideration Phase (17 Days)**

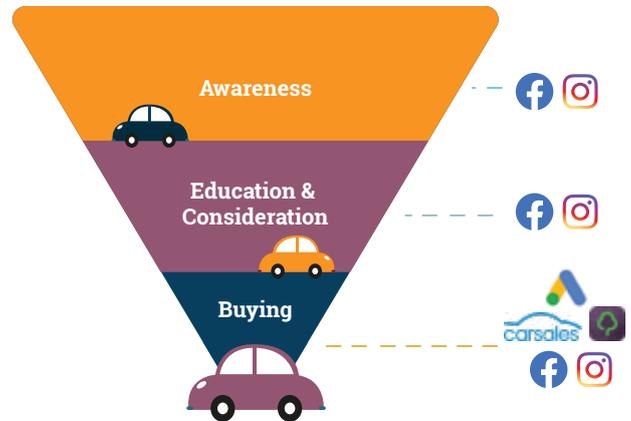
Deciding between a few brands and styles of vehicles, working out budgeting and finance.

## **Buying Phase (10 Days)**

Well researched (potentially 900+ digital touch points to this point), probably deciding between one or two brands/models and are looking for a Dealership to finalise the journey.

# The **Ultimate Power** of Facebook Lead Generation Advertising is that we can generate a lead at every stage of this journey.

Other popular mediums of Dealership Advertising, such as; your website, Google Ads, Car Sales & Gumtree, only acquire leads when a consumer is already in the Buying Phase. These leads are great as they are likely to have a higher buying intent. But, this type of advertising will not have a long-term impact to your sales figures, you are only picking up the low hanging fruit of those that have already made a decision.



Remember, 6 out of 10 consumers start their journey not knowing what vehicle they intend to purchase, so it is conversations at this level that can really move the needle.

If you want your Dealership sales to increase, if you as a Salesperson want to sell more vehicles, you need to understand and value the leads that put you in front of the consumer much earlier in their buying journey. These are the consumers that you can influence, educate, provide value, and create trust. This in turn fills your sales pipeline for the month, the next 3 months and makes you a referable Sales Person before that consumer has even purchased.

However, today's mobile-enabled car shoppers expect a frictionless experience at every stage of the process. If you don't take the time to understand the needs of the consumer and the buying phase they are in, you will almost certainly create a negative buying experience and hinder your ability to close a sale in the future.



**DO NOT:** Treat a Facebook Lead like a CarSales lead.

**DO NOT:** Use heavy sales tactics on a lead that is still in the awareness phase.

"In this age of instant gratification, creating a smooth consumer experience is essential at every touchpoint and people look to businesses to deliver on the promise of "now." Any additional effort, step or inconvenience in the purchase journey is friction. It's what causes shoppers to look somewhere else, why loyal customers leave and why many businesses fail. While these consumer demands might be high, the challenge presents exciting opportunities for auto brands and dealerships to differentiate themselves and build new, meaningful relationships. Empowered by technology, auto brands can eliminate pain points to meet the needs of today's connected car shopper, making it easy to discover, purchase and own vehicles."<sup>(7)</sup>

# Communicating with Facebook Leads & Closing More Sales

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## Speaking to the lead.

Modern consumers don't all like to be contacted in the same way. Some prefer phone calls, others; text messages, Facebook messages or email. Improve your sales conversion by delivering the conversation in the medium most suited to the consumer.

Before contacting a lead, your mindset should be "How do I deliver the most value possible to this potential buyer" not "How do I get this person to book a test drive and buy."

The value you provide is going to change depending on the buying phase that particular consumer is in. Unfortunately, you will not know what phase they are in until you speak with them, so listen carefully and ask questions to ascertain this as quickly as possible.

## Awareness Phase Conversation

At this stage of the buying journey, they could be 30 days or even 12 months from making a purchase decision, but something has sparked their interest and they have provided you their details.

You are not going to make a sale today but this is the most important conversation you will have with this lead. If you don't deliver them value and provide the information they desire, I can guarantee they are buying from elsewhere in the future.

This is your opportunity to understand their problem and provide a solution. This is your chance to ensure your brand and you personally are the ones most capable to deliver the outcomes they need, better than anyone else. This conversation is not about price, it's about solutions, features and benefits.

**Tip:** Don't commit the cardinal sin of follow up failure. Consumers need multiple follow ups before making a big purchase decision. You already have their details, touch base with them via text, email or phone and see if there is anything else you can assist them with. Who knows, they may have continued their research online and are ready to buy. Your text message 30 days later could arrive at the perfect time!

## Education & Consideration Phase

At this stage of the purchasing journey, your lead has been doing some research! They understand the type of vehicle they need, the features they desire and likely have 3-5 brands they are deciding between.

They have converted on your Facebook lead advert because they are interested in what you have to offer, the price you have promoted or just want to learn more.

They are NOT hot to buy! They are still becoming educated & are considering their options. They want to know what model is going to provide the best value, features, and solutions to their problems.

This is your chance to shine, give them every bit of information you can, tell them why your vehicle/brand is superior to the competition. Leave no doubt in the consumers mind that the vehicle they have enquired on is the exact vehicle they have been searching for.

This is also your chance to ensure your Dealership is the #1 choice to purchase from, the Dealership that can provide the best finance options, the best trade in price, the best after sale experience and the best all round purchasing experience.

Make the decision easy for the consumer. Make the process frictionless! Have an answer for all points of concern, ask for the appointment, but don't be too pushy. The modern consumer understands they can go to any dealership and demand the same deal.

People buy from people, make sure you're the person that your lead wants to deal with. Make sure you have provided so much value during the education and consideration phase that they feel obliged to purchase from you, even if that means they need to drive past another dealership to do the deal.

## Buying Phase

A lead that is already in the buying phase is going to be the easiest to close, but is also the most educated. They have done their research, they likely know the exact vehicle they want to purchase or are deciding between one or two models & most importantly, they know the price they should be paying. They likely have their finances sorted and are just figuring out what dealership is going to provide them with the best deal.

It is much harder to provide genuine value at this stage but it is your chance to promote your Dealership's points of difference or unique offerings and give no doubt to the consumer you are the right person and place to buy from.

The modern consumer visits less than two Dealerships before making a purchase, so if you secure the appointment, understand they are coming in extremely well educated. Although they are potentially ready to sign a deal, they could easily take their business elsewhere if you provide a negative experience.

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If you want to generate  
more leads, better leads &  
sell more cars from  
Facebook, speak to  
**ClickNition** today!

 **1300 726 992**

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