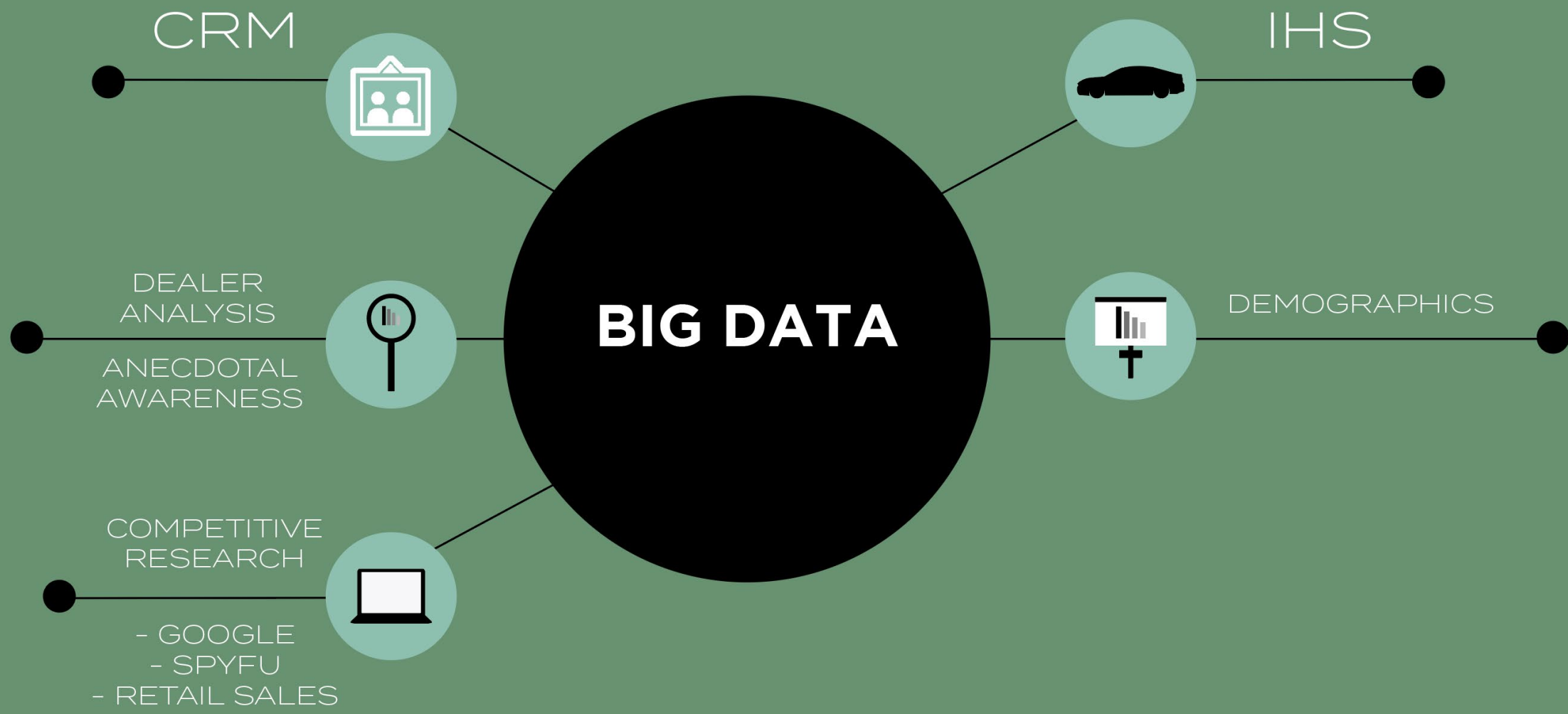
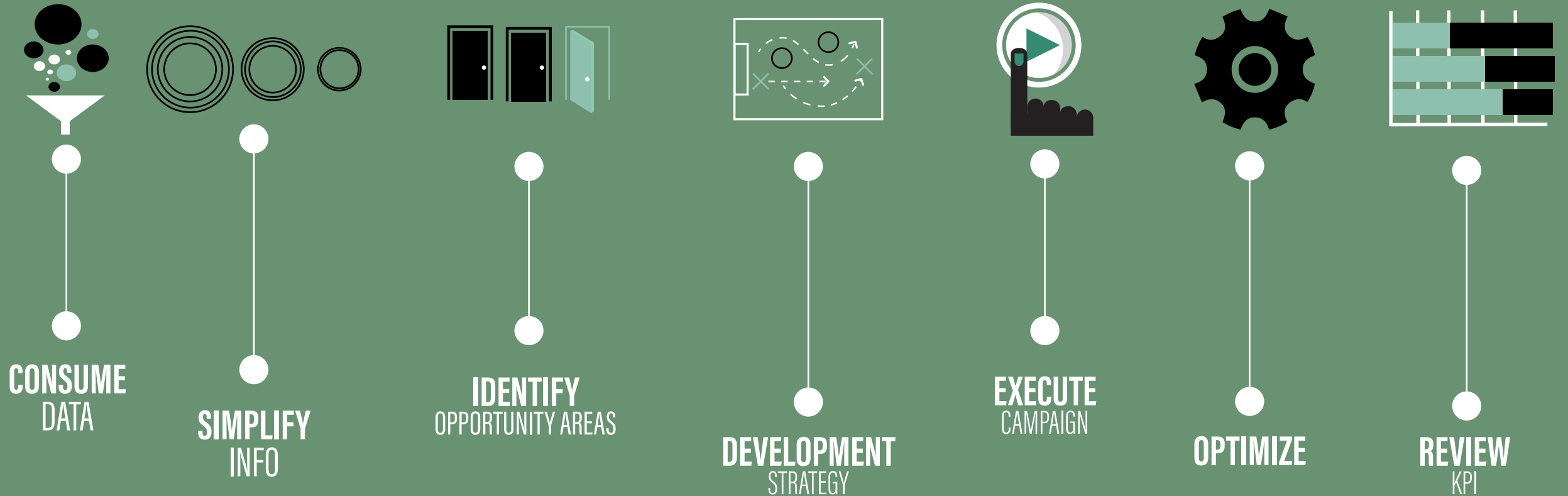


**INCREASE SALES: HOW TO EARN AND
INCREASE CUSTOMER LOYALTY DIGITALLY**



OUR PROCESS



MARKETING TIPS

TIPS

TIP #1: CONTINUE TO INVEST IN YOUR MARKETING IF YOU CAN

Many of your competitors are taking their foot off of the marketing pedal, which should give you additional visibility. Consistency is important to stay front and center and at the top of the consumers mind.

TIP #2: FOCUS ON YOUR EXISTING CUSTOMERS

This is great opportunity to remind customers of your commitment to them and the community. Remind them that you are here and that you are essential.

TIP #3: CONSIDER WHAT TO PRIORITIZE OR PIVOT

Look for ways to successfully pivot some messaging or platforms. With reduced traffic and the limited amount of time consumers are spending in their vehicles, radio or billboards may not be viable options at this time. Consider your current ad spend and adjust accordingly.



MESSAGING



BEING SENSITIVE

COVID-19 has impacted individuals on a personal level world-wide, so the risk of inadvertently coming off as insensitive or even exploitative is higher than ever right now. And with social media communication at a peak, one small mistake could mean far-reaching and long-term consequences for you. Follow these guidelines to make sure you're communicating appropriately during the COVID-19 outbreak.

BETTER TOO SERIOUS THAN SORRY

While it's normally common and effective for brands to keep a conversational tone, it's best to steer clear of using humor or wit to accomplish that right now. Even being overly casual can be off-putting. Your content may not be as colorful or aligned with your brand personality, but it's far better to be more serious than you want to be than to be more sorry than you can express.

We recommend keeping a positive, inspirational, and helpful tone. Avoid being humorous, witty, or casual.

AVOID BRAGGING

Remember that many people are not working during this time and are genuinely worried. As a default, a spirit of humility and empathy should be a filter for anything your brand says in the near future.



CHECK FOR INSENSITIVE WORDS

You know not to use overt puns, but keep in mind that there are several words and phrases that prior to COVID-19 were completely harmless. For example:

Killer (as in a “killer deal”)

Contagious (“how to create contagious content”)

Health or checkup-related terms (“give your budget a pulse check”)

Spread

Contagious

Infectious

Viral

Gather

Event

(This goes for imagery as well – avoid images of crowds or people touching)

TAKE A NEUTRAL OR SUPPORTIVE STANCE

If your business is still operating and relevant, be careful with your positioning. For example, among the Federal government’s COVID-19 measures is a steep interest rate cut. For auto dealers, “Take advantage of the low interest rate now!” conveys an inappropriately exciting message. On the other hand, “Let us help you navigate the unstable economy” offers security and respects the gravity of the situation.



HIGHLIGHT HOW YOUR BRAND CAN HELP

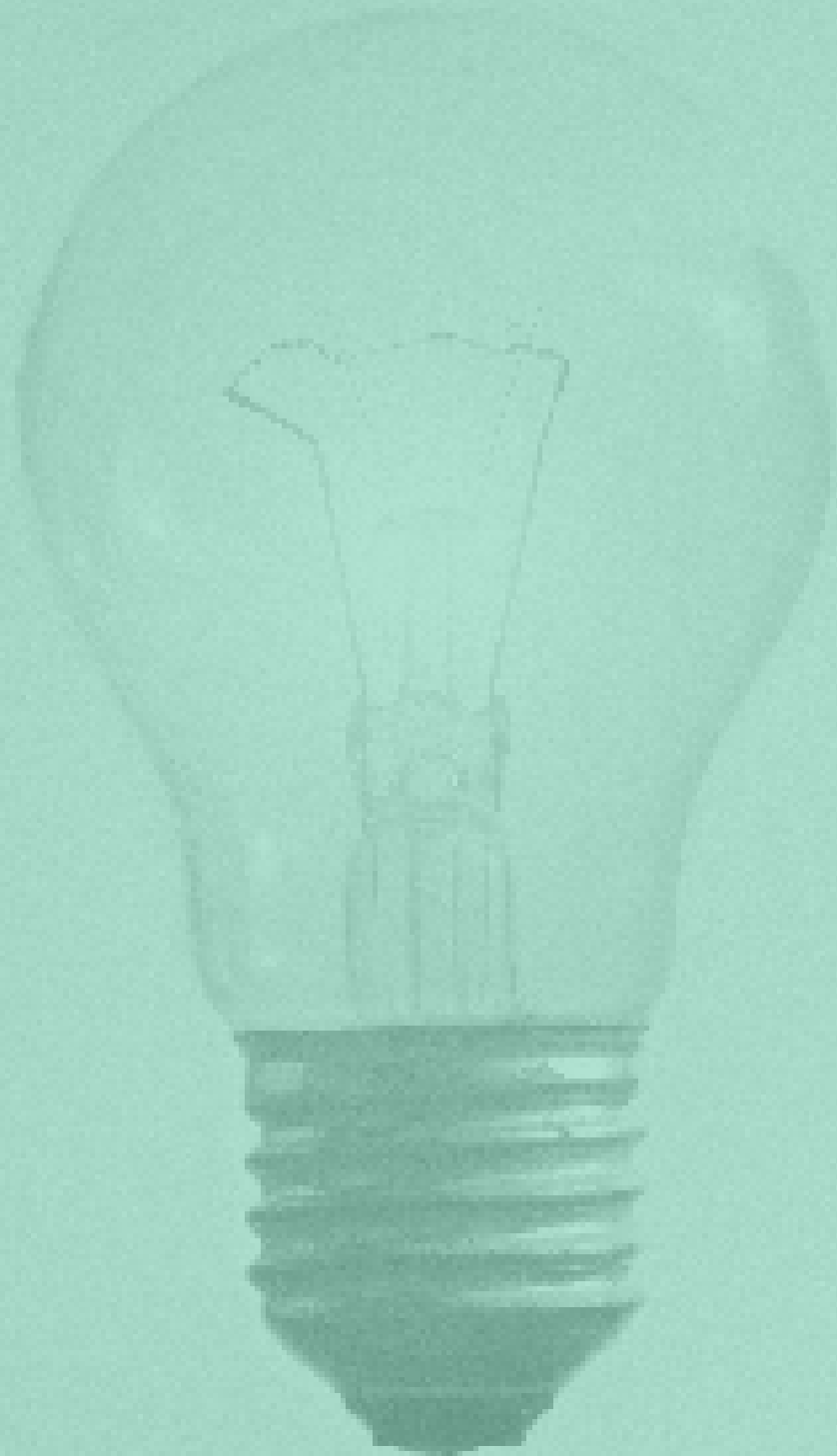
Similarly, marketing and advertising agencies reaching out to these businesses should take a position not of helping businesses to “capitalize” on the current times, but rather of helping them to make themselves as visible/accessible as possible right now to those who need them.

USE: “CONTRIBUTE,” “CONNECT,” “PLAY A ROLE,” “NAVIGATE,” “COPE,” “RESPOND”

DO NOT USE: “CAPITALIZE,” “ADVANTAGE,” “OFFER,” “GAIN,” “PROFIT”

BE CAREFUL WITH: “OPPORTUNITY,” “MAKE THE MOST”

2019-NCOV



CREATIVE

COVID-19 MESSAGING

MERGED
CHEVROLET

ESSENTIAL SERVICE
OPEN

**NEW VEHICLE
CLEARANCE PRICES**

+ 0% INTEREST FOR 84 MONTHS
+ 120 DAY PAYMENT DEFERRAL

2020 CHEVY TRAX 2020 CHEVY BLAZER

2020 CHEVY MALIBU

MERGED
CHEVROLET

ESSENTIAL SERVICE
OPEN

**NEW VEHICLE
CLEARANCE PRICES**

+ 0% INTEREST FOR 84 MONTHS
+ 120 DAY PAYMENT DEFERRAL

MERGED
CHEVROLET

MERGED CHEVROLET

Cares

**CALL OR VISIT
US ONLINE**

CHEVROLET OF MERCED.COM

CHEVROLET
FIND NEW ROADS

MERGED
CHEVROLET

ESSENTIAL SERVICE
OPEN

COVID - 19

OUR SERVICE DEPARTMENT IS OPEN FOR BUSINESS & OPERATING RESPONSIBLY

- Service and Parts will remain open during these uncertain times
- If you don't feel comfortable driving to our dealership for your service needs, please contact us for available options
- Our hours and business operations are subject to change based on local and government updates, we will closely monitor and make changes as needed
- We have reduced our Showroom Sales Hours and Staff to a minimum during "Shelter in Place", however our online Sales Department is available to serve you
- Please call or submit an online request for an appointment

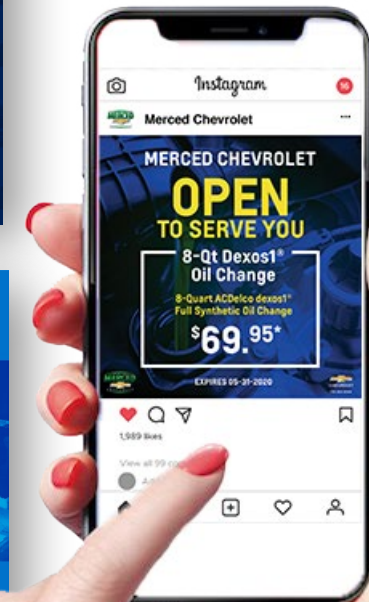
MERGED CHEVROLET

MERGED CARES

**OPEN
TO SERVE YOU**

OUR SERVICE DEPARTMENT IS STILL OPEN TO
HANDLE YOUR VEHICLE'S SERVICE NEEDS

VISIT US CHEVROLET OF MERCED.COM
FOR HOURS AND SERVICE INFORMATION



MERCED CHEVROLET
Cares
 A REMINDER AS WE NAVIGATE THROUGH THIS TIME, MERCED IS OPEN TO SERVICE YOUR NEEDS.



www.CHEVROLETOFMERCED.com

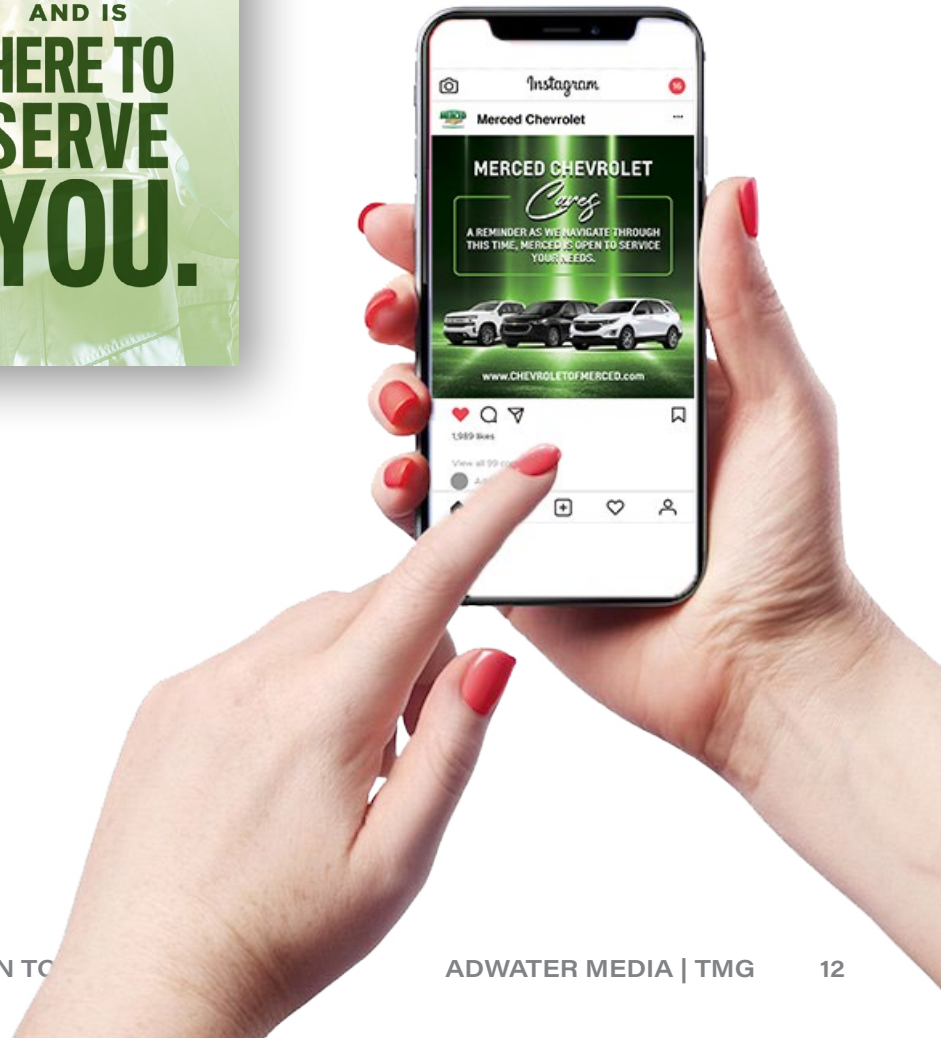
MERCED CHEVROLET

MERCED CARES AND IS HERE TO SERVE YOU.



MERCED CHEVROLET

MERCED CARES AND IS HERE TO SERVE YOU.

...what you need to do

Public Health
England

Guidance

Stay at home: guidance for households with possible coronavirus (COVID-19) infection

Updated 16 March 2020

Coronavirus
Symptoms
How to manage
How to prevent
How to prevent

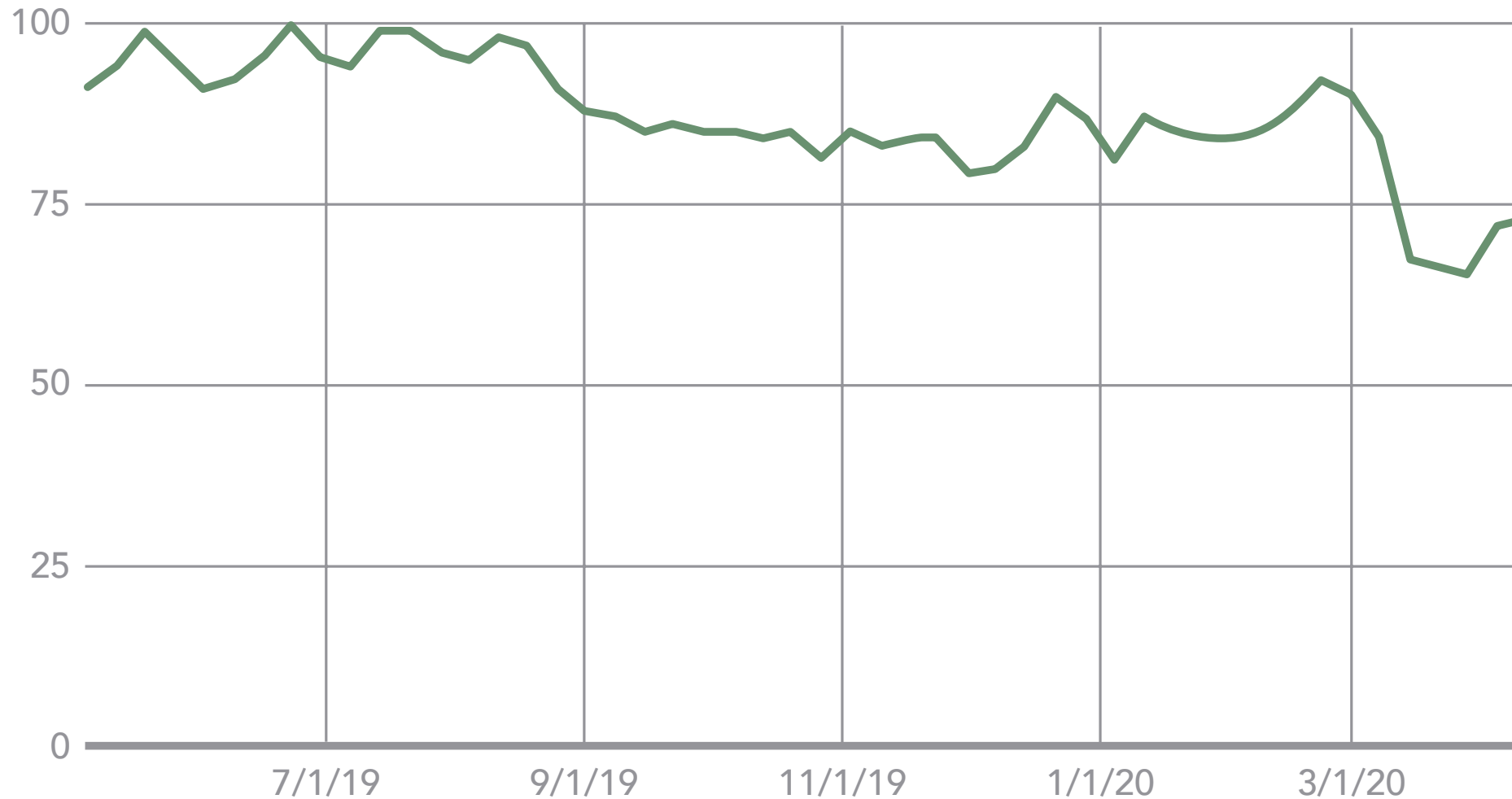
Symptoms

The most common symptoms of coronavirus are:

- new continuous cough
- high temperature

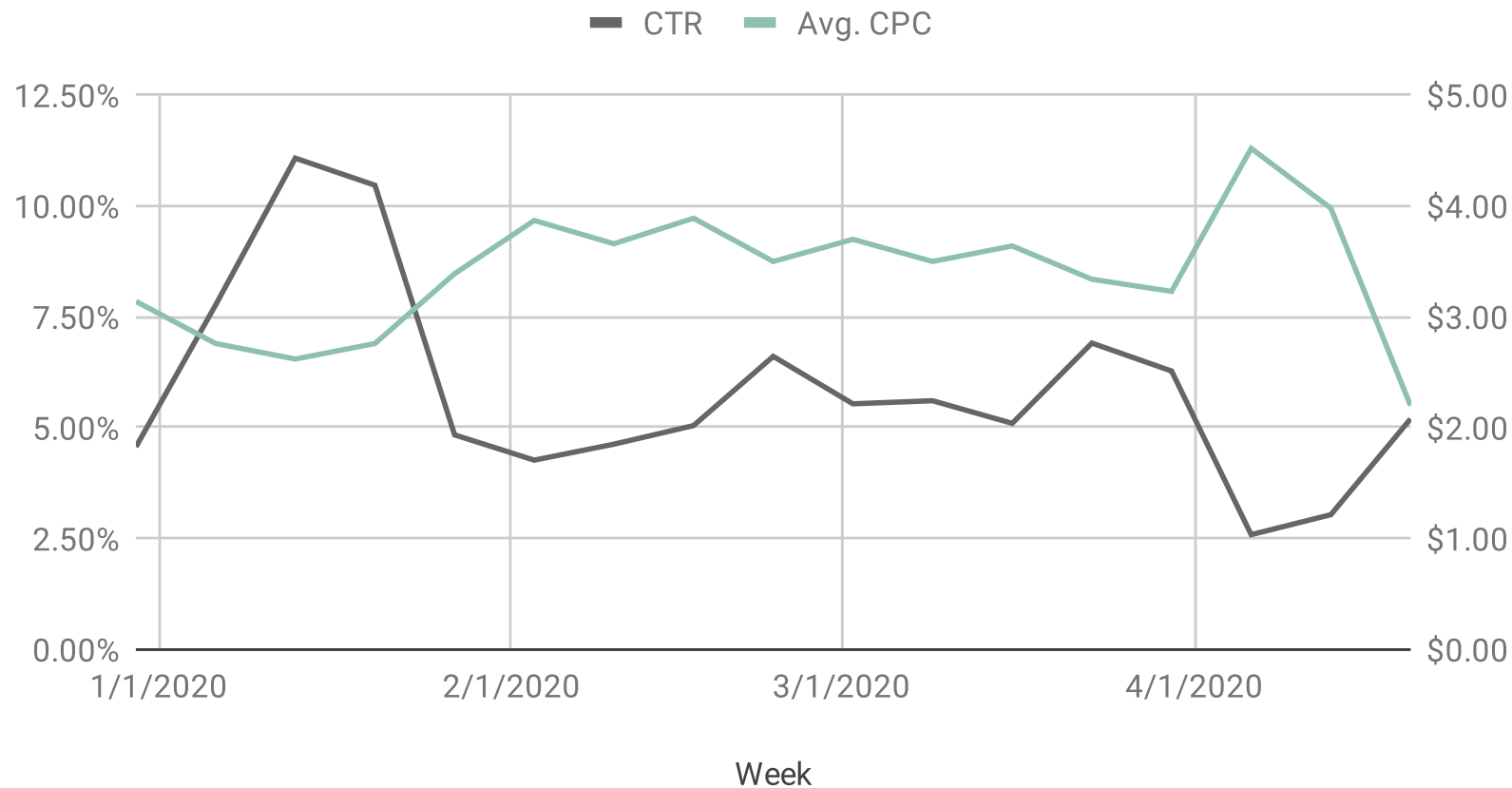
DIGITAL

CHEVY DEALER SEARCH VOLUME BY WEEK



Chevy search volume fell fast in early March, and is slowly increasing week over week. This is following trends for all automotive and most consumer industries.

CPC AND CTR BY WEEK



Click-through-rates and ad costs saw some volatility in early March, but have recently begun to stabilize. As many advertisers slowed or stopped digital spend, ad costs have seen a reduction of 45% while engagement is climbing back to normal levels.

RELEVANT ADS ON SOCIAL MEDIA LEAD TO HIGHER ENGAGEMENT

Merced Chevrolet
Sponsored · 🌐

HUGE NEWS! We've never seen 0% for 84 Months plus 120 Day Deferred First payment! We'll Find New Roads, and get through this together!

MERCED CHEVROLET CARES

0% FOR 84 MONTHS FINANCING AVAILABLE

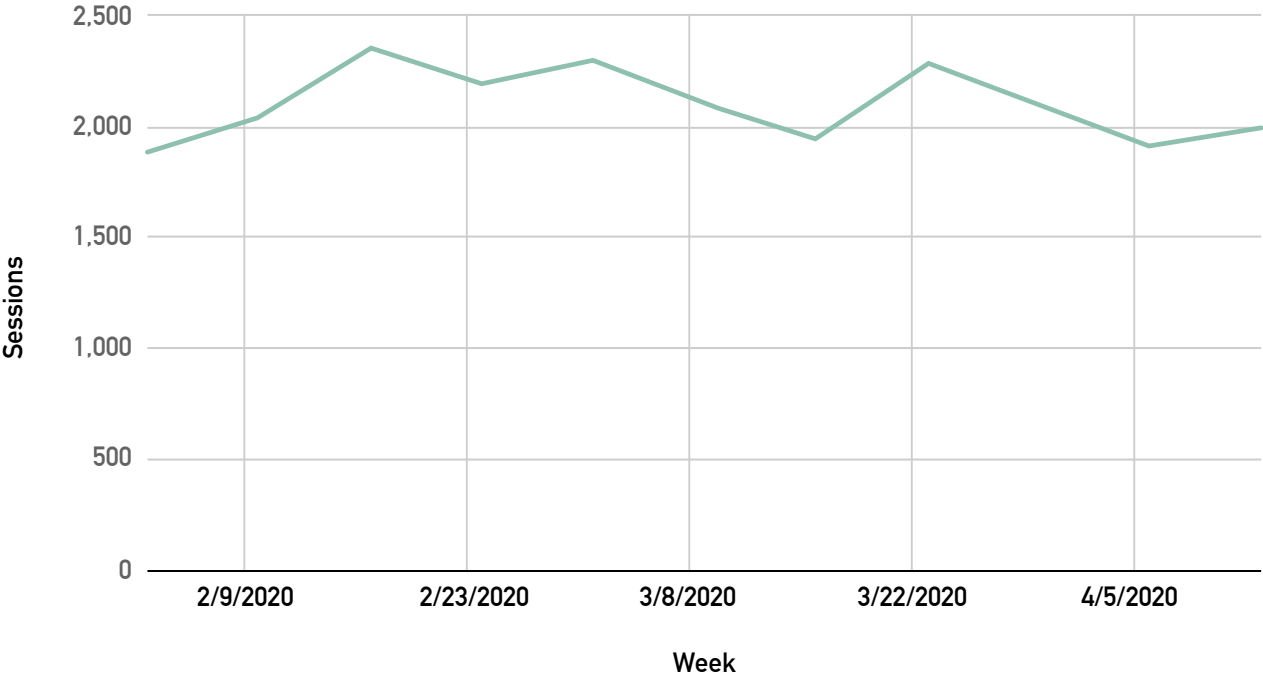
ON ALL 2019 MODELS(Excluding SAP)
2020 Equinox (exc 1SM), Silverado 1500 and Trax

CHEVROLET FIND NEW ROADS® * INCLUDES UP TO 120-DAY PAYMENT DEFERRAL AVAILABLE AT 84-MONTH TERM ONLY NOT TO BE COMBINED WITH CURRENT REBATE OFFERS **MERCED CHEVROLET**

Social media shows high engagement on relevant content & ads related to current circumstances.

.57% engagement rate on relevant ads vs .49% typical.

CLIENT TRAFFIC REMAINS STEADY



Despite fluctuations in ad performance, on-site traffic remains steady. This indicates that those that were in the pipeline pre-covid are still interested in researching & buying.

TRENDS TO UNDERSTAND

- There will continue to be fluctuation in digital advertising efficiencies as the market changes & COVID19 passes.
- There will be less foot traffic into dealerships and a short term decline in need for new vehicles - but savvy consumers will be looking to take advantage of low interest rates.
- Customers will be more price sensitive & protective of savings. Many will opt for lower monthly payments and longer financing terms.
- In-Market customers will be researching heavily at this time, and will be ready to make faster purchases in the future.
- Service will always be essential.

HOW TO TACKLE DIGITAL

TARGETING & BUDGETS

- Many competitors will need to slow down advertising. If you have the financial ability, lean-in and use this opportunity to gain share of voice.
- Opt for keywords that have less focus on in-person sales (Dealerships near me) and into model specific searches (Toyota RAV 4) and used.
- Use this time to gain awareness and build retargeting audiences. Push your audiences tracking out to a full 90 days, and be ready to deploy these once restrictions lift.
- Utilize social media advertising. People are spending more time than ever engaging on social.

MESSAGING

- Highlight that you are open & servicing in your ad messaging. If you have the ability, invest in a way to schedule appointments and offer minimal contact.
- Focus ad messaging on low rates and low payments. Express the timeliness of this.

CALIFORNIA DEALERSHIP CASE STUDY

- 80% of the dealership's core competitors significantly reduced or stopped digital ad spend in April.
- As a result, advertising costs dropped by 45% allowing the dealership to gain share of voice.
- The dealer was able to exceed sales expectations by 230% in what is arguably one of the toughest times for the auto market.



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