

GENERAL MOTORS

CANADA

Dealer Website Improvements



During these unprecedented times, it is as important as ever
to enhance your digital presence.

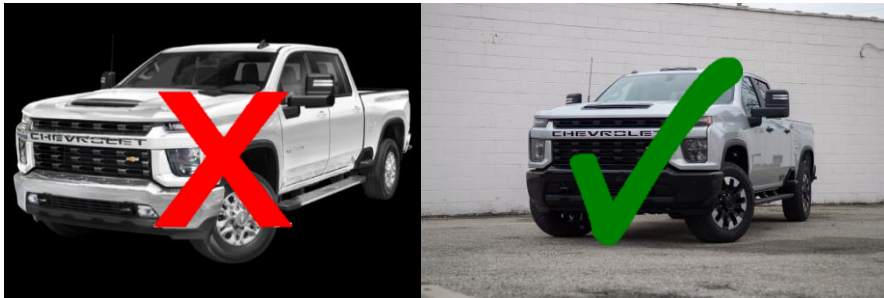


What can you do to help dealers enhance their dealer
website?

TAKE YOUR OWN VEHICLE PHOTOS

Images are proven to enhance customer engagement. The better and more accurate the photos, the greater the engagement from the customer.

Take this time to ensure that you photograph all vehicles in your inventory rather than using stock images.



Tips for photographing dealer inventory:



WALKAROUND VIDEOS

MAKING THOSE VIDEOS IS A GREAT IDEA.

We should ensure dealers are giving the options to dealers to request those videos. Especially during the Covid-19 crisis.

BENNETT GM > NEW > CHEVROLET > EQUINOX > 2GNAXKEV1L6164022



New 2020 Chevrolet Equinox

LT SUV 6-Speed Automatic

STOCK#: 200082 | VIN#: 2GNAXKEV1L6164022

MSRP

\$32,418

As Little As \$400 / month

Lease for Only

\$93/ WK*

Finance

\$88/ WK*

Ask About This Vehicle

I'd Like To Request a Video

*First Name

*Last Name

*Email

Phone

What's the best price you can give me on this Chevrolet Equinox?


Ask Now

VLP – VDP : NEED IMPROVEMENT

Stock picture is not ideal to be different

Car pictures shouldn't be with snow on them

Try to put pictures as early as possible



Get e-Price

Book a Test Drive

View Details

☐ Add to Compare

2020 BUICK ENCLAVE ESSENCE

Your Price: \$59,252


Disclaimer: Price does not include tax and licensing fees. Price is based on best cash purchase price available. Price includes all charges related to the sale of the vehicle including freight and inspection charges, and any other fees/charges (commonly referred to as "All-In Price"). Cash credits are not applicable to promotional credit offers.?

Finance from \$346* (Bi-weekly)
\$58,752 x 84 Months @ 1.99% APR with \$0 down payment (estimated financing rate, cost of borrowing \$4,209). Plus taxes and license.

Lease from \$310* (Bi-weekly)
\$58,002 x 48 Months @ 1.9% APR with \$0 down payment (20,000 km/yr allowance, estimated financing rate, cost of borrowing \$3,334). Plus taxes and license.

Body Style:	SUV	Transmission:	Automatic
Engine:	3.6L 6cyl	Drivetrain:	All Wheel Drive
Exterior Colour:	Black	Stock #:	181775
VIN:	5GAEVAKW9LJ181775	City:	Milton

View More Photos



IMAGES COMING SOON


2020 Chevrolet Spark 1LT CVT

List Price: \$19,002
Plus HST & License

Finance from \$114* (Bi-weekly)
\$19,002 x 84 Months @ 2.49% APR (estimated financing rate, cost of borrowing \$1,713). \$0 down | Plus HST and License.

Lease from \$114* (Bi-weekly)
\$19,002 x 60 Months @ 2.5% APR (estimated lease rate, cost of borrowing \$1,569, estimated buyo \$5,701). Plus HST and License.

Body Style:	Hatchback	Transmission:	
Engine:	1.4L 4cyl	Drivetrain:	
Exterior Colour:	Other	Stock #:	
		City:	




Inventory # 20071

2020 GMC Sierra 1500 SLE

\$52,708*


Was
\$60,458

+ HST & Licence

 Automatic

Trailer PKG | Remote Start | Bluetooth

More Details




Inventory # 20198

2020 GMC SIERRA 2500 Denali

\$94,138*

Was
\$98,888

+ HST & Licence

 Automatic

Power Sunroof | Trailer PKG | Leather Interior

More Details

VLP – VDP : GOOD EXAMPLES



Stock #20048

VIN #1GCPYFEDXLZ138201

2020 Chevrolet Silverado 1500 LT TRAIL BOSS

Available at

\$60,763*

+ HST & Licence

Was

\$65,263



10-speed automatic, electronically controll

Request More Info



Inventory # 20088

2020 GMC SIERRA 2500

\$81,293*

Was

\$84,043

+ HST & Licence



Automatic

More Details



View More Photos

Trade-in Appraisal Book a Test Drive Reserve Vehicle

2020 CADILLAC CT4 SPORT

AWD / HEATED STEERING WHEEL / BOSE SPEAKER S
REMOTE START / NAVIGATION / RED CALIPERS

Your Price: \$50,611

Listed price does not include taxes and licensing fees*

Body Style:	Other	Trans
Engine:	2.0L 4cyl Turbo	Driveti
Exterior Colour:	Black	Stock
VIN:	-	City:

NO PAYMENTS FOR **90**



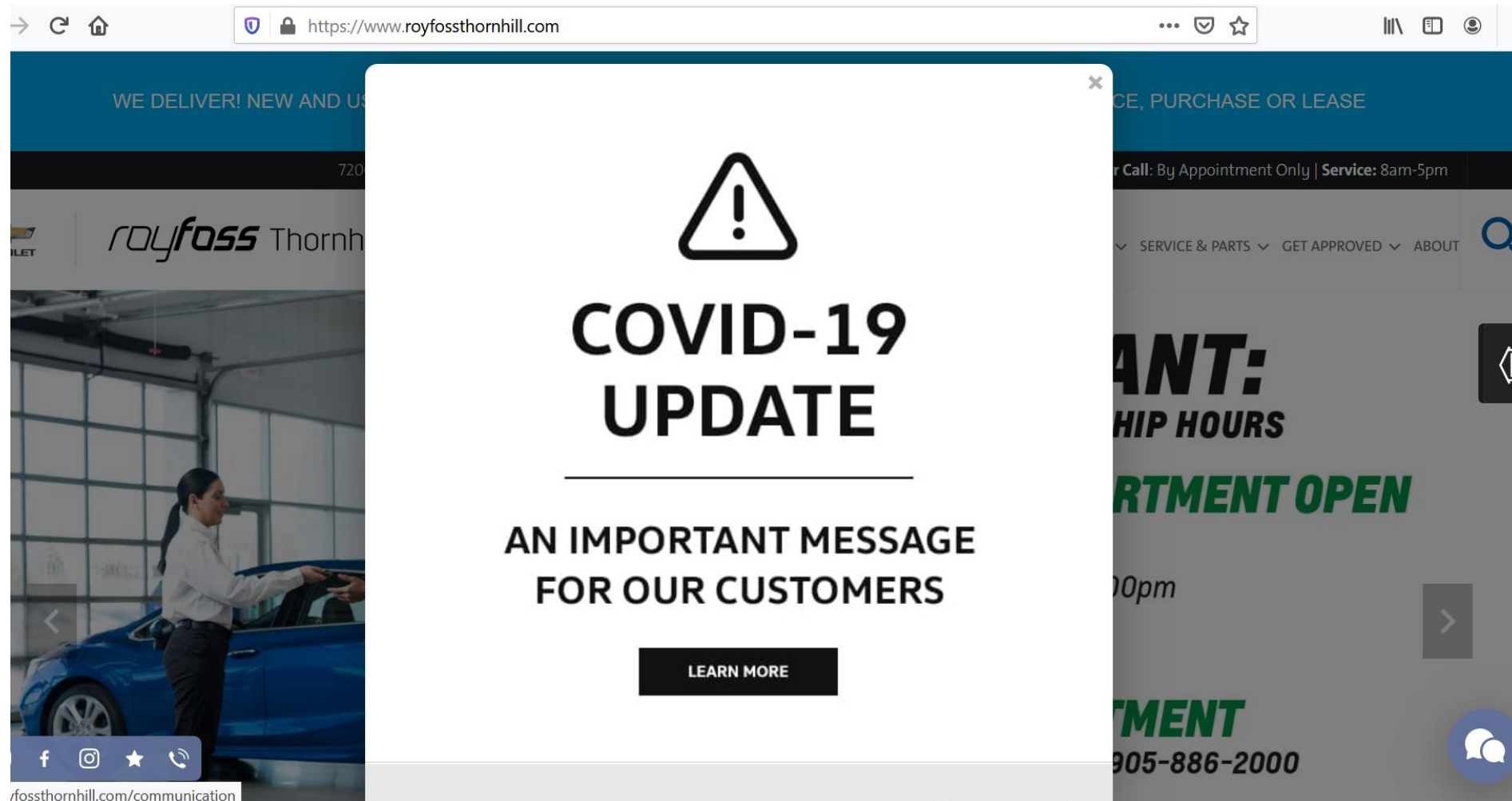
OTHER ITEMS TO CHECK

WHEN YOU LOOK AT YOUR DEALER'S WEBSITES, WE NEED TO ENSURE THERE ARE NO BUGS OR ERRORS

- No broken links
- All the buttons work
- correct retail messaging for that month
- up-to-date about us/contact us information (employees for example)

COVID-19 MESSAGING

You should ensure all your dealers have their own version of Covid-19 messaging



COVID-19 MESSAGING AND TOOLS

Some dealers are putting pages together on how they can deliver cars to the customer's homes. We should ensure that all dealers are able to deliver, advertise it in their website.


← → ↺ 🏠

🔒 https://www.boyerchevroletlindsay.com/en/news/view/ez-buy-at-boyer/74460

📄 ⋮ 📧 ⭐

📱 📄

Boyer
Lindsay



📍 15 Willowdale Court P.O. Box 567, Lindsay, Ontario, K9V 4S5

General: 833-942-1534

Service Appointment

New Vehicles

Pre-Owned Vehicles

Special Offers

Service & Parts

Financial Services Department

About Us

Home > Headlines > News > Making it "EZ" to Stay Safe and Shop from Home

🖨️ Print 📧 Share

Making it "EZ" to Stay Safe and Shop from Home


April 07 2020,

EZ BUY AT BOYER

We are doing our part to #flattenthecurve in our community and have temporarily closed our physical showroom. During this time, we remain committed to helping our community should you need us.


Introducing EZ Buy at Boyer Chevrolet.

We're keeping it simple to allow you the opportunity to shop for and purchase a vehicle online.



STEP 4 - AT HOME DELIVERY

• We'll deliver your new vehicle right to your driveway




That was EZ!

Worried about no test drives? No problem! We are now offering a 24-hour Exchange Program. If you change your mind simply notify us within the first 24 hours and we'll walk you through the Exchange Program.

Start the EZ Buy at Boyer process now. Happy Shopping!

EZ BUY

COVID-19 MESSAGING AND TOOLS

 <https://www.okotoksgm.com/shop-from-home.htm>

50%



[HOME](#) [COVID-19 CARE PLAN](#) [BUY FROM HOME](#) [NEW](#) [USED](#) [SPECIALS](#) [SERVICE](#) [PARTS & TIRES](#) [DEPARTMENTS](#) [ABOUT US](#)

SHOP FROM HOME



BUY FROM HOME

it's
simple.

Choose your
vehicle.



Shop the largest
online inventory
in Western
Canada.

No haggle
pricing.



Get our bottom
line pricing. You
pay what we pay

Auto payment too high?
We can fix that.



We can also defer
payments. Offer cash back.
Low interest rates. Contact
us now.

Auto interest rate too high?
We can fix that.



We can also defer
payments. Offer cash back.
Low interest rates. Contact
us now.

Get your vehicle



Have your vehicle
delivered to you or come
pick up in a safe
environment

Buying a car has never been easier with Okotoks GM's Buy From Home Program. We make your vehicle purchase simple with our Pay What We Pay program and our simple financing options including a FREE Financial Health Check. Now you can search for your dream vehicle and purchase it all from the comfort of your own home.

[Chat with Us](#)

[Phone Us](#)

[Get Financing](#)

[Value your Trade-In](#)

[Take a Test Drive](#)

[Book a Service](#)

Dealership COVID-19 Response

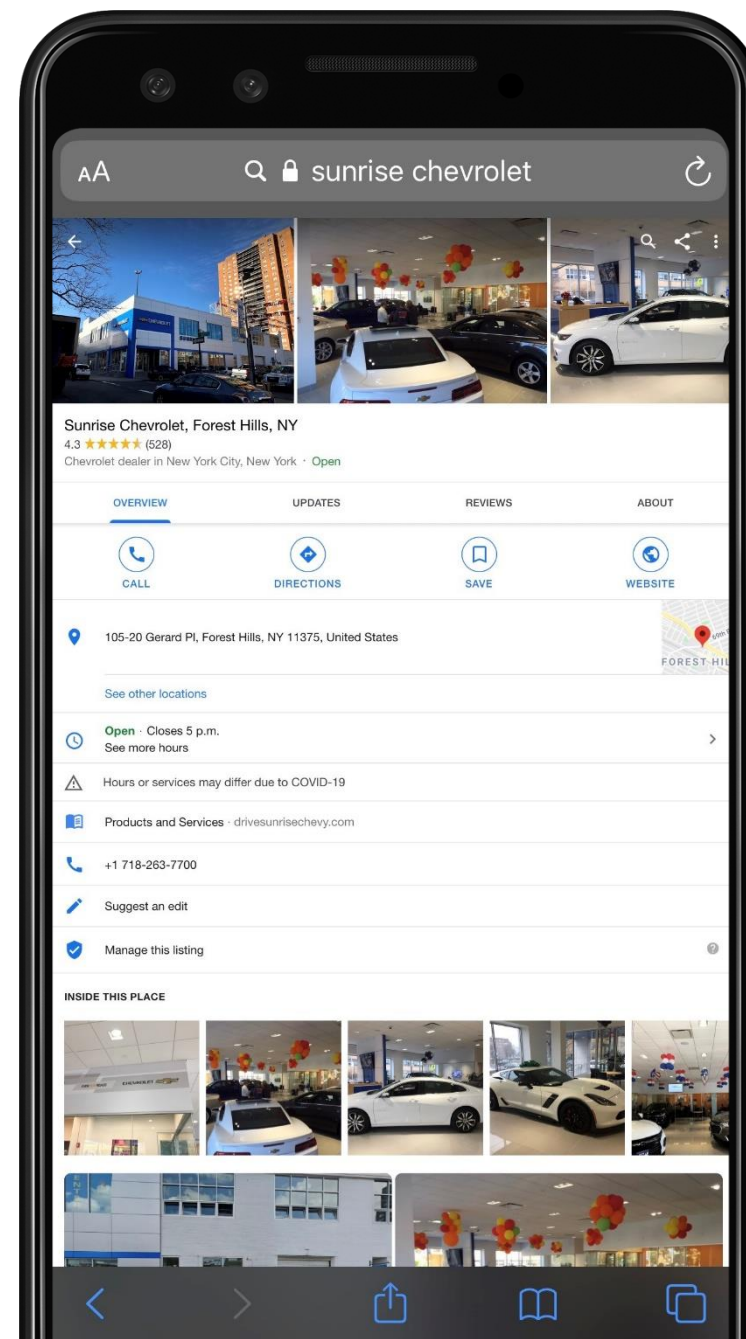
Google My Business Considerations for your dealers:

Hours: If you are reducing your hours, then ensure it is updated in your location hours in Google My Business.

Staffing: If your staff is reduced, set that expectation with your customers by making an update in your Google My Business posts.

Service: If you are offering “pick-up and delivery” for service, ensure that is included in your description and in your posts.

Shutdown: If you are exercising the option to close your business during these challenging times, make sure that is clear in your hours, posts and on your website.



Dealership COVID-19 Response

Google My Business Considerations for your dealers:

Temporary closure: In the event that you are closing your dealership, you can use the “Mark as temporarily closed” ([link](#)) option under the “Info” tab of your Google My Business profile.

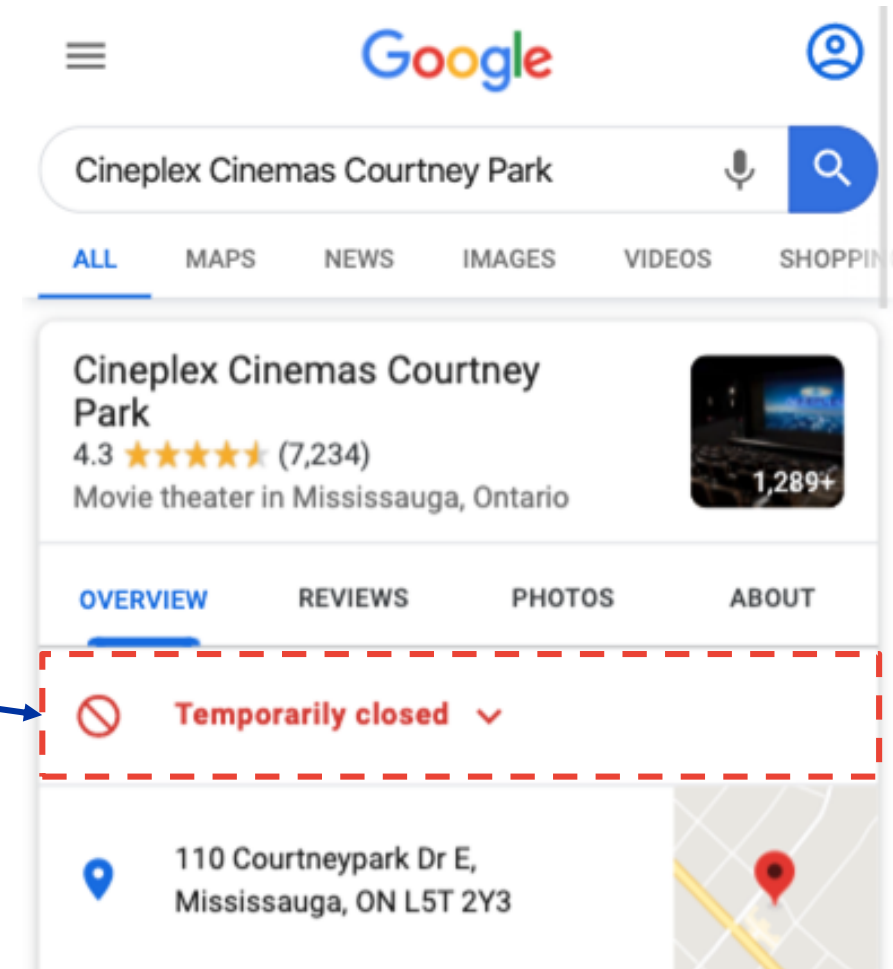
Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove this business from your account.

Mark as temporarily closed

Mark as permanently closed

Remove listing



Dealership COVID-19 Response

Google My Business Considerations for your dealers:

COVID-19 Specific Posts:

- You can now create a “COVID-19 update”, which will be featured more prominently within your Business Profile ([link](#)).
- Navigate to the “Posts” tab from the GMB management console and look for the “COVID-19 update” post type.


COVID-19 update


Add Offer


Add Update


Add Event

VIRTUAL VEHICLE TOURS

Enhance customer engagement by offering virtual tours through tools like Zoom, Skype, Facetime, etc.

Ensure that you advertise this service on your website and include a link to an appointment scheduler.

zoom



INSIGHT

Website Overview

Date:
April 2020

Sales ▾

Dealer Code

Overview

Scorecard

Summary

Referrer

Vehicle

Supplier

Supplier Scorecard

👤 Visits

1.20M ↓

Visits

MOM: -27.96%

YOY: N/A

👤 Unique Visitors

1.05M ↓

Unique Visitors

MOM: -27.4%

YOY: N/A

💬 Engagement Rate

41.65% ↓

Engagement Rate

MOM: -8.01%

YOY: N/A

🖱️ Action Rate

1.27% ↑

Action Rate

MOM: 17.01%

YOY: N/A

☰ Referrer Type

Channel:

Total
Visits:

Typed/Bookmarked

530.9k

Organic Search

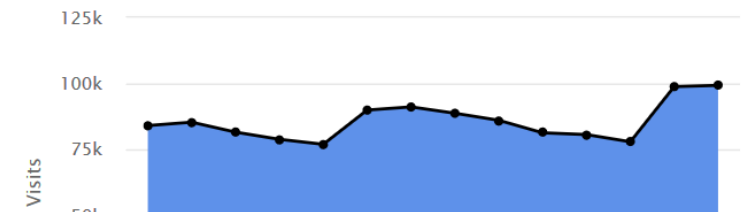
341.0k

Other

96,240

📊 Visitor Trend

Total Visits vs. Engaged Visits



G E N E R A L M O T O R S
CANADA

THANK YOU