

# THE HOLIDAY DIGITAL MARKETING CHECKLIST FOR CAR DEALERS

- Business Hours**

Stay on top of your business hours. The normal hours you have listed in Google My Business probably won't apply on days like Black Friday and Christmas.
- Charity**

Get involved in the community by holding a food drive, sponsoring an event, or by donating money to a local organization. Not only is it charitable to give back, but these activities can also provide you with quality backlinks, branding opportunities, and increased foot traffic.
- Chat**

Make sure your website's chat feature is available to late-night or early-morning shoppers. Check your Google Analytics from this time last year to see the time of day people were visiting the site.
- Consistent Messaging**

Update your website, social media accounts, and paid and remarketing ads to reflect the current seasonal sales events and messaging. Simply put: don't confuse your customers.
- Creative Content**

Use the holidays to spice up your content. Beyond writing blogs about current specials and available models, share holiday driving tips, offer trunk or treat ideas, highlight upcoming local events, and more.
- Decorate**

Show your holiday spirit! Make your showroom inviting by decorating for the holidays or the seasons. Put large bows on the cars, paint some pumpkins, or break out the barbeque for the 4th of July.
- Mobile**

Make sure key pages function well on mobile. This is important all year round, but it's common during the holiday season for people to compare prices, search for deals, and research similar products on-the-go.
- Paid**

Have your text ads reflect the holiday deals by scheduling different ones for different days like Black Friday and Cyber Monday. The holidays are also a great time to use countdown ads to let shoppers know how much time they have until a sale ends.
- Social**

'Tis the season to be social. Just because organic reach isn't what it used to be doesn't mean you shouldn't be sharing all of your holiday-related activities and deals on Facebook and Twitter. When in doubt, take, post, and tweet pictures.
- Video**

Here's another tip applicable year-round: use video to showcase new models. Even if you've got great seasonal deals, shoppers are still going to want to do the research before making such a big purchase. Make it easy for them by doing walk-around or comparison videos.