

# HOW TO REACH NEW RIDERS IN A DIGITAL WORLD

The average consumer consults 24 resources on their path to purchase and 19 of those are digital. In the past, a consumer would come directly to your dealership without ever considering other resources... but that's not the reality of our increasingly digital world - especially with younger, newer riders. So, how can you best reach these riders?

Let's start with your website.

## The Search is ON

Both new and returning riders are going to visit your website at some point during their search process, but the majority plan to do some additional research before landing there. No matter how they eventually get there - they will eventually make their way to your site - and when they do, you want to be sure that your overall site, plus your online listings, accurately represent your shop.



**34%** visit a dealer's website first



**53%** visit after they have done additional research



**13%** only visit when they are ready to purchase

## How to Capture Their Attention?

You should be providing complete listings, both on your website and third party listings sites, you should also fully utilize your website as an extension of your dealership, and work to engage these buyers wherever you can.

Let's dive a little deeper...



provide complete listings



fully utilize your website



don't be a fair-weather advertiser

## Price Matters - Include It

Price is one of those things that can be touchy - but think about it this way - you would never withhold the price from a buyer in your dealership, right? And since your online listings are an extension of your dealership - you shouldn't withhold that information there either.



**71%** of new riders won't click on a listing without a price

Listings with a price get **9.8x** more connections than those without

## Write Detailed Descriptions

Descriptions are crucial, particularly when you're dealing with the new rider population. As we talked about before, they aren't well educated on which manufacturer they plan to buy - and therefore need your help and guidance - and that starts with the description.

Work to find balance in your listings' descriptions

Provide detailed, technical specifications

Customize the description for your dealership with a persuasive marketing message

## Offer High-Quality Visuals & Video

★ Listings with 5 or more photos get **2.5x** more connections than those with fewer than 5 photos

★ 72% of customers would rather learn about a product or service by way of video<sup>1</sup>

### Top Tips:

- Stock photos won't cut it
- Include any damage to build trust with the buyer

## What Pages Do They Find Most Important?

When you're building out your website, where should you allocate your time? No surprise, the inventory pages take the top two spots.

**50%** Inventory Search Page    **16%** Homepage  
**26%** Unit Detail Page        **5%** Contact Us Page

## Fully Utilize Your Website

Your website is essentially your online storefront and, because of that, it deserves your time and attention.



**70%** of new riders say your website will influence their perception of your dealership



**58%** prefer that your website works on a mobile device

**Make sure your listings and website are up-to-date - your consumers, especially new riders, are counting on them to make their purchasing decision.**