



Creating Videos That Drive Connections

A Guide from Trader Interactive

In a digital world, dealerships need to take advantage of video to capture and engage your target audience. With over **of all online activity spent watching videos**, having more videos of your inventory, your dealership, and your team, allows potential buyers to connect with you in a more personal, engaging way.¹ Not sure where to begin? Follow these **3 quick and easy steps** to produce and share videos – ultimately leading to more connections and driving sales.

1. Show Your Unit in 360°

You want to make your customers feel like they're standing on your lot, inspecting the unit themselves. Give a full unit walk-around explaining what makes this vehicle stand out. Be sure to highlight, and maybe even demonstrate, the most relevant bells and whistles. Open compartments, show capacities, highlight safety features – anything that makes this unit different from others and shows purpose.

2. Speak Clearly When Filming

You want to ensure that your customer is able to hear all of the details about the unit they're interested in purchasing. Try to avoid filming when it's windy, as this can muffle your voice and be a distraction. Try to avoid filler words, such as "um" and "like". Instead be clear and articulate when filming. A good rule of thumb to follow: If you play the video back and would buy the unit, then post it. If not, shoot it again. Get it right and you will be successful.

3. Be Yourself

One of the most compelling components of video is that the viewer gets to know the person on screen. Your audience will not only be entertained as you describe the unit or take them behind-the-scenes of your dealership, but they will begin to build a relationship with you and start to feel as though you've actually met in person. This video may very well be your consumer's first impression of you, so make sure you're putting your best foot forward and the consumer feels comfortable to reach out to you after watching the video.

Bonus Tips & Tricks

- Keep the camera as steady as possible. No one wants to get motion sickness watching a video.
- If you are stumbling for selling points, start over and make your delivery smooth.
- Be as sincere and transparent as possible so that when the consumer does come in to meet you in person, they won't be surprised.

Video is just one of the many ways you can digitally engage with your audience and drive connections. Take some time today to get started. It only takes a few minutes, but can make a huge impact on your business.

Reach Out Today • If you have any questions or concerns about how to shoot and incorporate videos into your business strategy, or optimize your online presence, please reach out to marketing@traderinteractive.com.