

# Sourcing Pre-Owned Inventory

## We've compiled a comprehensive list

of ways to source more pre-owned inventory. Some might seem obvious, some are probably new to you. When you work your way down the list you'll realize that acquiring more inventory doesn't have to be a waiting game.

## Optimize your website to capture trade-in leads:

Take 30 seconds and make sure your website looks good on mobile, especially your trade-in form! If it doesn't look great mobile...work with your website provider to make it better. Greater than 60% of your site traffic comes from mobile devices.

Prioritize trade-in/sell messaging, menus, and call-to-action buttons on your homepage, keeping it above the fold or just below

Optimize all other website placements

Search results page

Vehicle details page

Your own custom "value your trade-in page"

Floating button integration

Menus - Have links to "value your trade-in" landing page in all of your drop-down sub-menus -- New, Used, Finance, etc.

Include a trade-in button in your CTA stack on your SRP & VDPs.

Upgrade/refresh your current trade/sell landing pages - show customer testimonials, why buy from us, etc

Refresh your website messaging to build your local trust and sell your experience

Establish your local connection (shop local, sell local)

Talk up how you will make the trade-in/selling process easy

Explain how your values are calculated as well as how they're fair

Invite your customers to trade-in through the chat

Use a "value your trade" call-to-action

Utilize your service chat to get trade-in leads

When a customer comes in for service, provide them with the cost to repair, as well as the trade-in value.

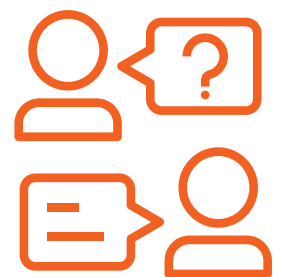
Create an FAQ or blog post that answers questions like:

How much is my trade-in worth?

When is the best time to trade-in my car?

Should I repair my car before trading it in?

The pros and cons of selling your car on Facebook Marketplace vs trading in at a dealership



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## Take Advantage of your Service Lane:

Including a trade-in report with the completed work order

Dedicated 'Value Your Trade' kiosk in the customer lounge

WiFi hotspot log-in with optional link to value their vehicle.

Service desk QR Code campaign - customers scan the QR code with their phone, taking them to your value-your-trade or sell-us-your car landing page

Create a process that triggers a concierge or service manager to ask the customer about a trade-in when their repair order exceeds a certain threshold

## Other Sourcing Ideas:

Create a stand-alone buying center website. Decide whether to keep it branded to your dealership, or choose a different brand.

Dedicate a staff person, full-time or part-time, to proactively sourcing inventory from consumers on Facebook Marketplace, Craigslist, and other 3rd party sites

Test one of the solutions from [Vehicle Acquisition Network](#) or [VETTX](#) for private party sourcing.

## Google:

Align your Google Ads campaigns to make sure you're coming up when leads are searching

- Location bid adjustments (bid up for local trade-in related search queries)

- Adjust your SEO content so that you are the local source for all things automotive trade-in/sale (just like the FAQ focused on trade-in questions)

Make sure your Google Ads include:

- Sitelink to trade-in landing page

- Phone number to sales/used car department

- Sitelinks that direct users to related shopping activities (SRP, Finance, etc.)

- Use Google's URL builder to create UTM tracking codes to see campaign results in Google Analytics dashboard

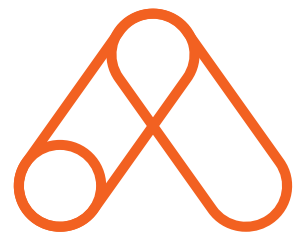
- Create a "product" in Google MyBusiness to invite customers to trade-in as soon as they Google your dealership

## Social Media Campaigns:

Create reusable, repurposable ads that focus on trade-ins, whether paid or free, that point to your custom landing page

Pin these posts to the top of your feed

Utilize exact same trade-in chat experience in Facebook Messenger as on your website



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## Messaging Ideas:

Change up your messaging to consumers to put fresh content and ideas in front of them, creating higher engagement rates.

- Why are used car values are so high right now?
- What's behind the inventory shortage?
- You can get more for your car now than ever before
- Trade-in/trade-up
- Tied to the calendar month and current holidays, promotions
- We'll pay you \$\$\$ more than Carmax/Vroom/etc

## Email Marketing:

- Segment your customer list based upon purchase timeframes, vehicle purchased, service history, etc to send them different messaging
- Ensure that your email's "call to action" points to your website's "value your trade" landing page
- Test nicely designed email templates vs. plain text emails to see which convert best.

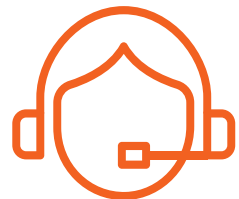
## The Importance of Following-up:

- Create a process to get reviews for your successful trade-ins
  - Potentially incentivize customers
- Market your positive trade-in reviews
  - Embed reviews into your trade-in landing page
  - Goal is to provide proof of good experiences
- Test text messaging and email marketing when requesting reviews to determine which converts into more reviews

## Traditional Media:

If you haven't yet, change up your messaging across these channels to focus on trade-ins

- TV
- Radio
- Print



## Learn over 3000 dealers across the US and Canada trust TradePending

### Trade



(1 Min Video)

### Offer



(3 Min Video)

### Payments



(2 Min Video)

### Badges



(2 Min Video)

Questions? Contact us today.

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