

TRADEPENDING

The Car Dealer's Guide to Getting Started on

TikTok

Speakers

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WEBINAR RECORDING

Today's presentation recording will be available for download after the webinar.



WEBINAR QUESTION & ANSWER

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Looking for a ***straightforward approach*** to getting your dealership on TikTok?

Look no further, because this webinar will provide you with the guide to get started.

About Marc & Autobahn Academy

- Sold my first car in 2007 (Volkswagen Beetle)
- Completed my automotive BBA at Northwood University in Florida
- Worked for GM, Audi of America and 2 major ad/SaaS agencies
- Involved with over \$25MM in ad spend on Google, Facebook/Instagram & now TikTok
- Founded Autobahn Academy to help car dealerships take advantage of today's best practices in the automotive industry



About Marc & Autobahn Academy

My goal:

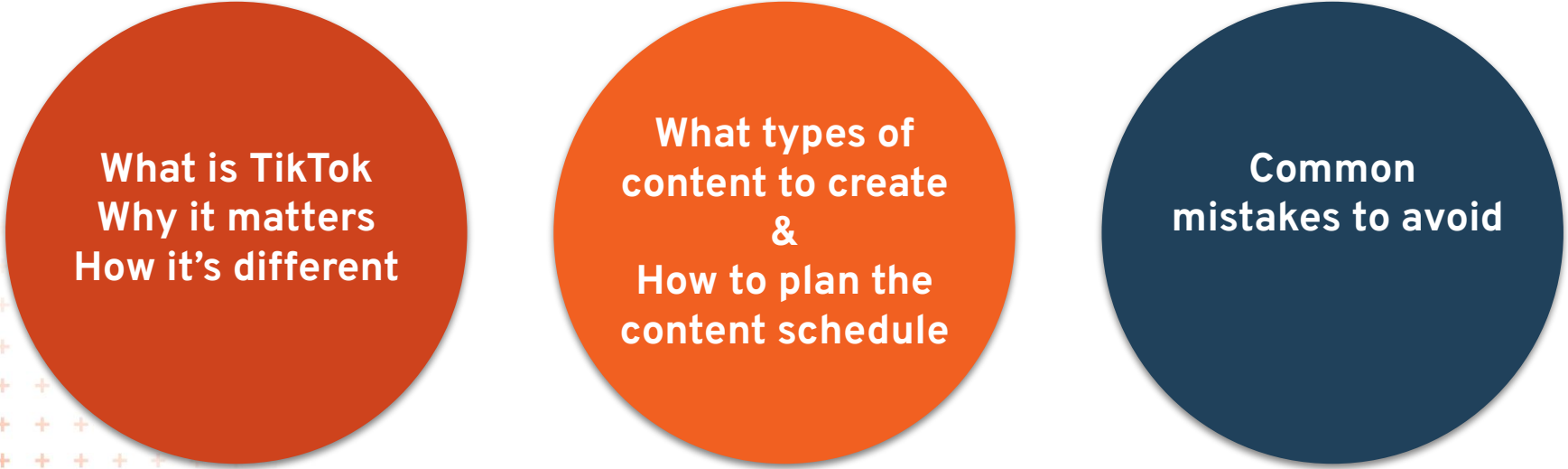
Share everything I'm learning serving car dealers:

- Autobahn Digital (Advertising Agency)
- Autobahn VBDC (Outsourced BDC services for car dealerships)



“TikTok is a cheat code in the auto industry right now”
- Marc Lavoie

You'll learn:



What is TikTok
Why it matters
How it's different

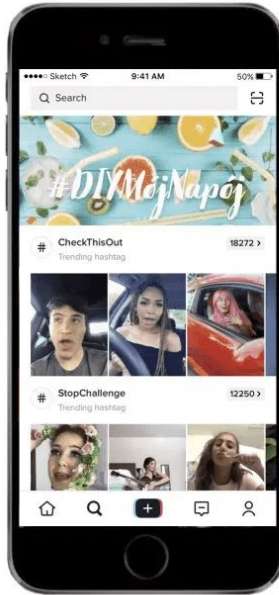
**What types of
content to create
&
How to plan the
content schedule**

**Common
mistakes to avoid**

The TikTok App



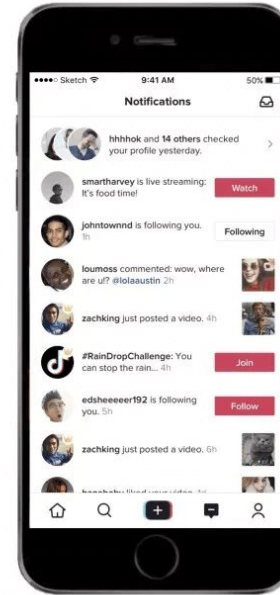
Homepage



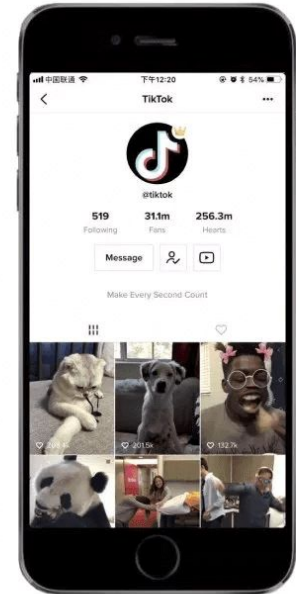
Discover
Page



Video
Shooting



Notification

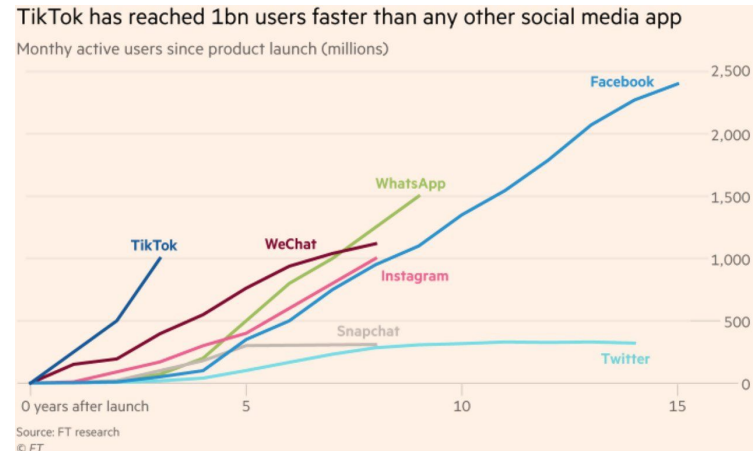


Profile

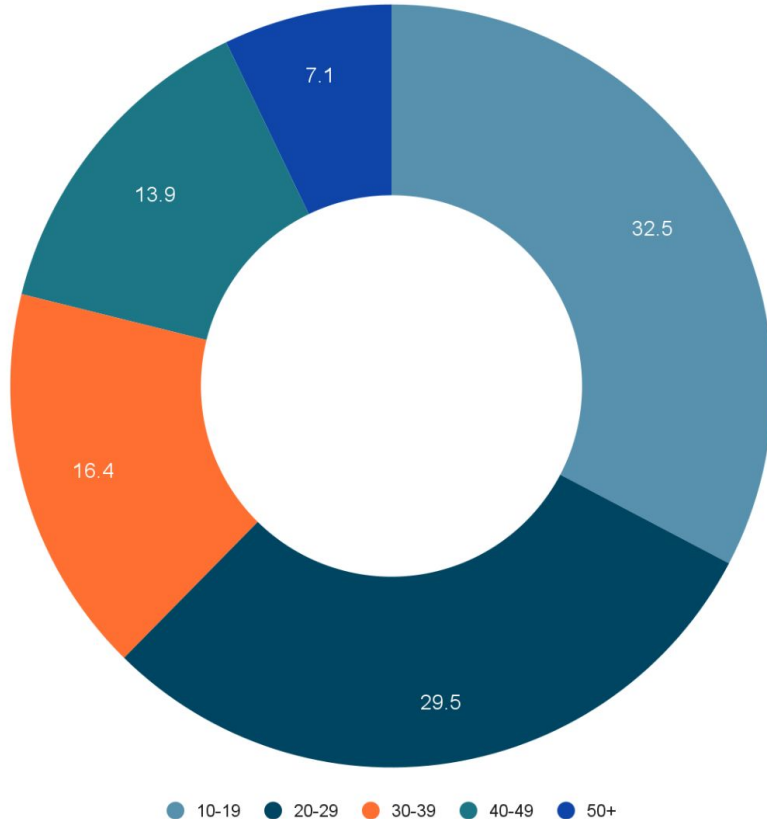
What is it & why is it so popular?



- Popular **short-form** video streaming and sharing app
- Projected to reach **1.5B users in 2022**, only behind Facebook and YouTube
- Downloaded >4 billion times as of 1/22
 - **Most downloaded app of '21 & '22**
- 131 million US based users.
 - Adults spend on average **45.8 mins/day or about 150 video views**



US User Base 132 Million



Ages = % Users

10-19 = 32.5%

20-29 = 29.5%

30-39 = 16.4%

40-49 = 13.9%

50+ = 7.1%

1/3 of TikTok users are aged **above 30** years old and this number is growing fast.

Key differences between this and FB / IG

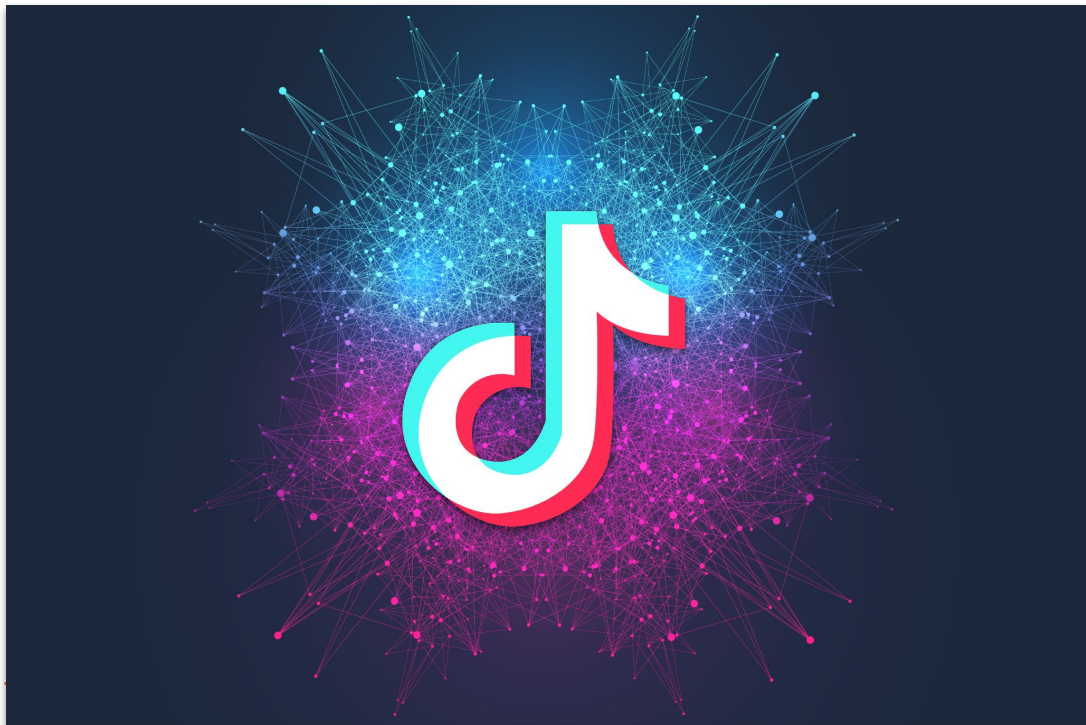
- Centered around video content vs text/image
- Heavy use of music & effects
- Puts the creator in the spotlight
- TikTok trends & culture
- For You Page vs Newsfeed



Understanding the “algorithm”

TikTok is very addictive because it molds to your own preferences & tastes based on many factors:

- Audio cues (ex.: laugh)
- Video Likes
- Comments
- Shares
- Completions
- Average watch time
- Re-watches
- Subject
- Hashtags
- Caption
- Facial recognition (ex: smiling)



Stats about car shoppers on TikTok

Brands, creators and consumers are rallying around passionate autophile communities at scale, with more than **130 billion** combined views on these popular hashtags:



#car

#carlover

#carsoftiktok

#electriccar

#driving

#offroad

#roadtrip

#SUV

#truck

#trucklife

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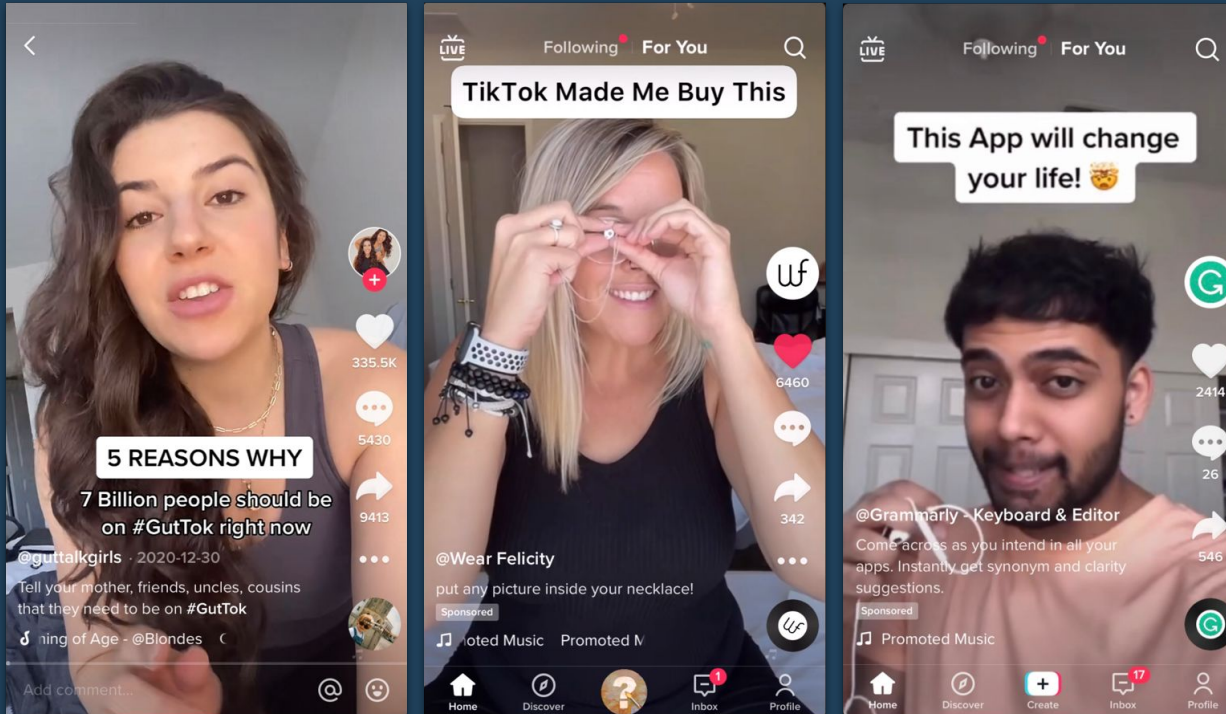
Can you advertise on it?

(very similar to Facebook ads)

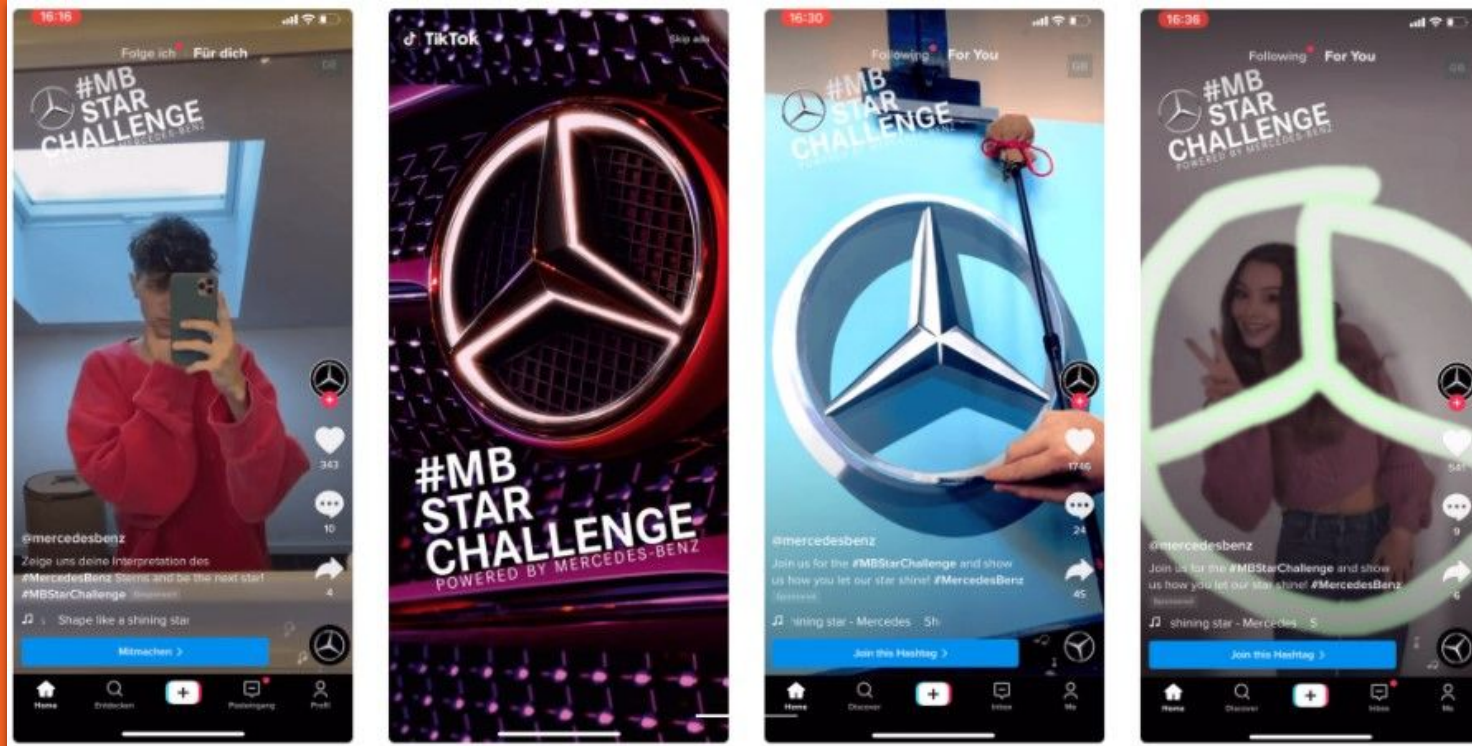


- Use of Pixels, Audiences & Ad structure
- Campaign Objectives
- Geolocation (City, DMA, County)
- Interests: New, Used, Vehicles for Sale, etc...
- Behaviors: Video, Creator & Hashtag
- Budget & Schedule
- Spark ads

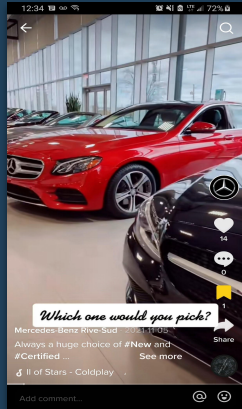
Show examples of “normal” TikTok things



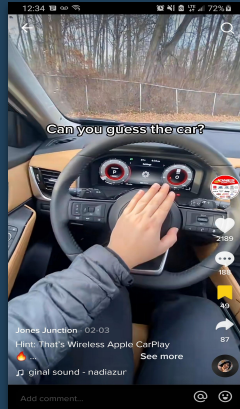
OEM Automotive TikTok



Show examples of Automotive TikTok (Car Dealership)



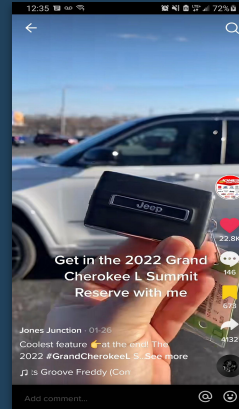
Choice



Guess



Entertainment



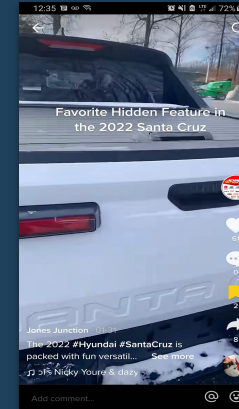
Demo



Answer
FAQs



Offer

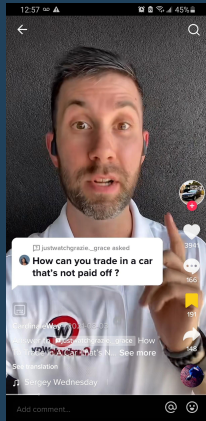
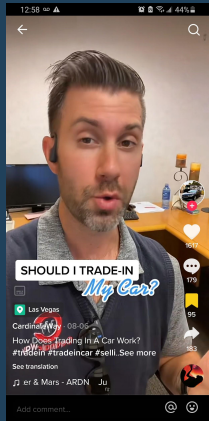
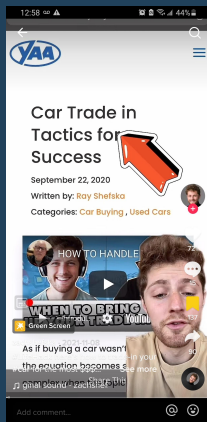
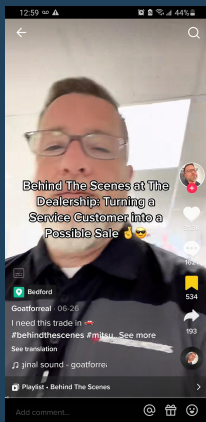
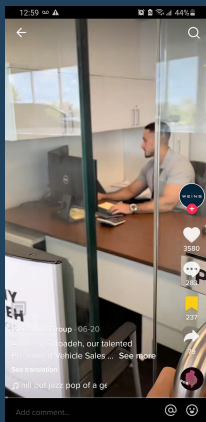


Favorite X

3 Ways to do lead generation on TikTok (Organic or Paid)

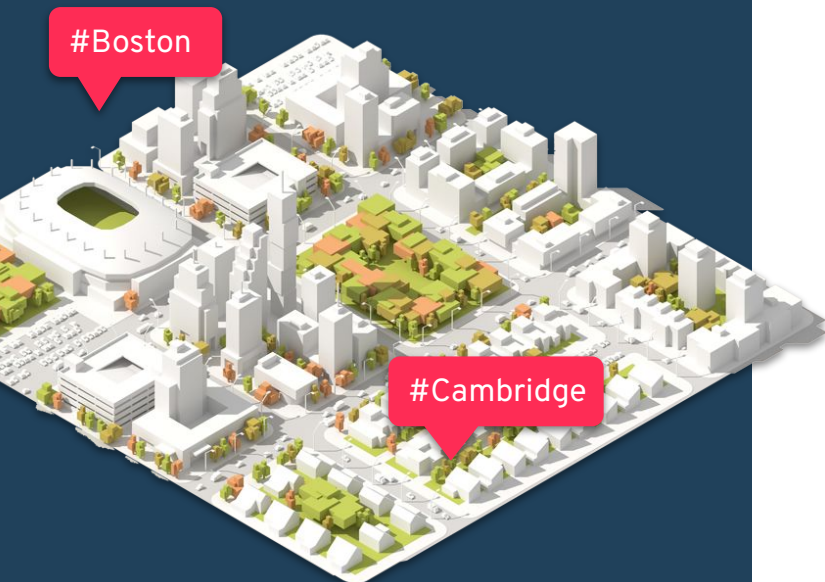
- Educate your prospect
- Engage with comments
- Position yourself as the expert

Show examples of Trade-In Lead Generation Activities



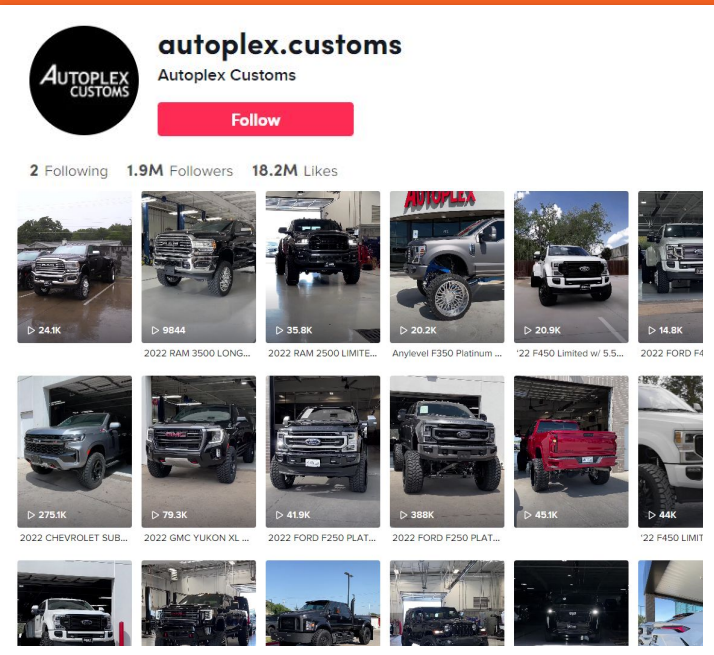
Using hashtags of local market

(to surface in those areas)



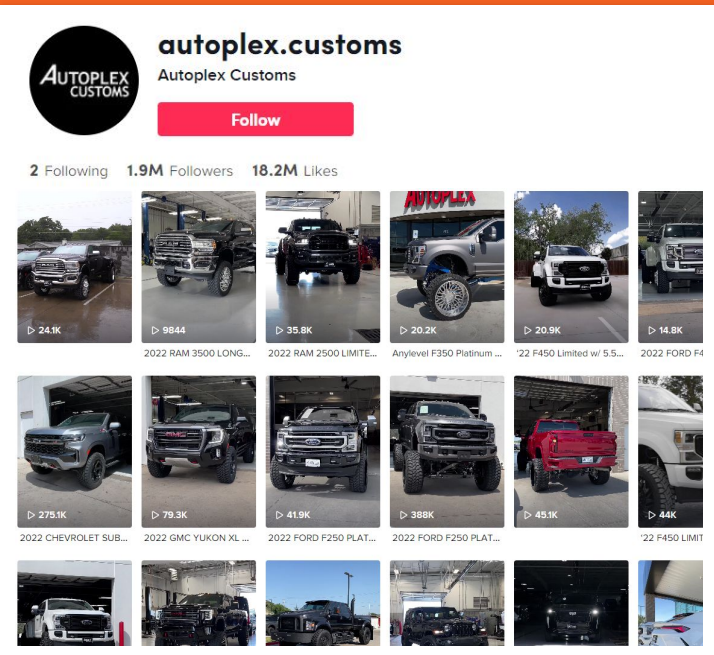
- Position content *locally*
- Use local hashtags
(ex: #Boston, #Cambridge, #Charlestown)
- Currently being tested: *“Nearby”* feed

Using TikTok at the dealership (part 1)



- TikTok Organic reach is **exponential** (100K+ views frequent)
- Need easy planning & strategy
- Posting based on **outcome**
- Promote High performing posts using TikTok Spark

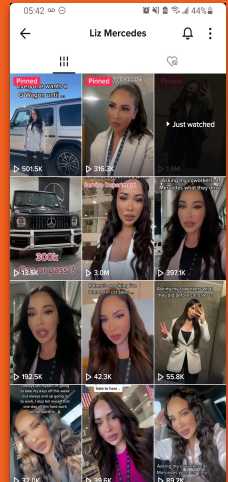
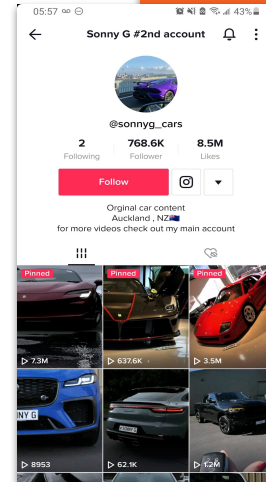
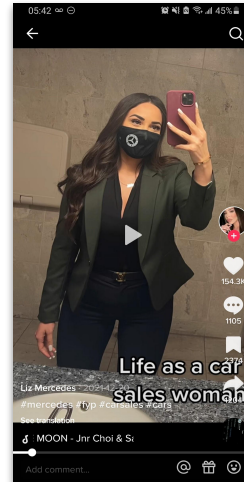
Using TikTok at the dealership (part 2)



- *Team effort*
- Corporate account (ex. *Everyone* contributes)
- Individual accounts (ex. *Everyone* posts on their account)
- Content calendar/matrix = *helps save time, post more*

Using TikTok for Car Salespeople

- TikTok Organic reach is **exponential**
- Corporate account (ex. **Everyone** contributes)
- Lots of content for learning car sales
#carsalesman #carsaleswoman



Organic vs Paid

- TikTok Organic reach is exponential
- Organic is **free**



- Ads require a **minimum daily spend of \$20**
- Promote High performing posts using **TikTok Spark**



How to get started on TikTok in *10 easy steps*

1. **Download** the TikTok App on your phone (iOS or Android)
2. **Sign up** using your personal email or phone
3. **Set up** your profile: Profile picture and bio description
4. **Search** for hashtags using the search function top right (ex. #carsales)
5. **Follow** a 5-10 relevant hashtags (ex. #carsalesman #carsaleswoman #dealershiplife)

How to get started on TikTok in *10 easy steps*

6. **Connect** with your friends using the contact finder prompt
7. Jump on the For You Page, **get familiar** with the app
8. Search for videos using the search function top right.
9. **Interact/Comment** on other videos
10. **Post** your first video

TikTok Growth Hack #1

Consistency



- Dedicate 15 minutes **everyday**
- **Post 1 video** on your profile
- **Comment** on 5 videos
- Answer **all** comments

TikTok Growth Hack #2 Engagement



- Engaging with other people using *“Reply with Video”* feature
- Notifies user who commented (*Dopamine*)
- Adds video to your feed
- Reply videos have higher watch time (*Curiosity*)
- Serving your people (*Customer experience*)

TikTok Growth Hack #3

Build a Brand



- Build a brand *by telling stories*
- *Avoid* variety content
- Talk customer concerns & questions



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