



**Websites & Internet Marketing
for the Automotive Industry**

(877) 860-2005

sales@getnetdriven.com

www.netdriven.com

Net Driven Overview

NET DRIVEN IS THE LEADING PROVIDER OF TIRE DEALER WEBSITES

Founded in 2007 by **Patrick Sandone** to provide effective and affordable website and internet marketing services to tire dealers and auto service shops.

Based on extensive research, Net Driven focuses on **Internet Marketing, Appearance, Usability, Interactivity, Content** and **Website Maintenance** to deliver not just a website, but an entire web strategy that provides new business leads and retains existing business.

Net Driven represents over **3,000 points of sale** in the United States and Canada.



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Industry Overview

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Industry Overview

MORE THAN 78% OF NORTH AMERICA IS ONLINE

78% of the North American population is online

- 65% are active social media users
- 40% use a mobile device

These people are looking for what you sell online

- Over 100 million searches for all auto services each month
- Over 45 million searches for cars each month
- Over 16 million searches for tires each month
- Over 11 million searches for wheels each month

Consumers shop online using R.O.B.O.

- More than 65% of auto services and tires are sold through a process known as **R.O.B.O.** (Research Online, Buy Offline)
- Very few purchases are completed using traditional eCommerce



R.O.B.O. Purchase Process

NET DRIVEN PROVIDES MORE THAN JUST A WEBSITE; FOCUSING ON THE ENTIRE ONLINE SHOPPING PROCESS DELIVERS MORE LEADS!

More than 65% of people are shopping for tires and auto services using R.O.B.O.

- Growth of 20% per year

Start Purchase Process



Search Engines to Begin Research



Visit Website



Make Purchase



INTERNET MARKETING
DRIVES MORE VISITORS

NET DRIVEN WEBSITE
DRIVES MORE LEADS

CONSULTING & SUPPORT
DRIVES MORE SALES





**Internet
Marketing**

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Internet Marketing Overview

THE INTERNET IS THE MOST EFFECTIVE FORM OF MARKETING FOR THE AUTO INDUSTRY

The Internet is considered by marketing executives to be better than traditional media in these categories:

- Delivering promotions to consumers
- Building relationships
- Building loyalty
- Generating Leads
- Increasing preference
- Driving traffic to a store

The internet has replaced the yellow pages for local searches

- For every person that looks up a business in the yellow pages, 9 people look up a business online
- 16 millions searches per month for tires
- Over 100 million searches for tires and all repair services combined
- Over 45 million searches for cars

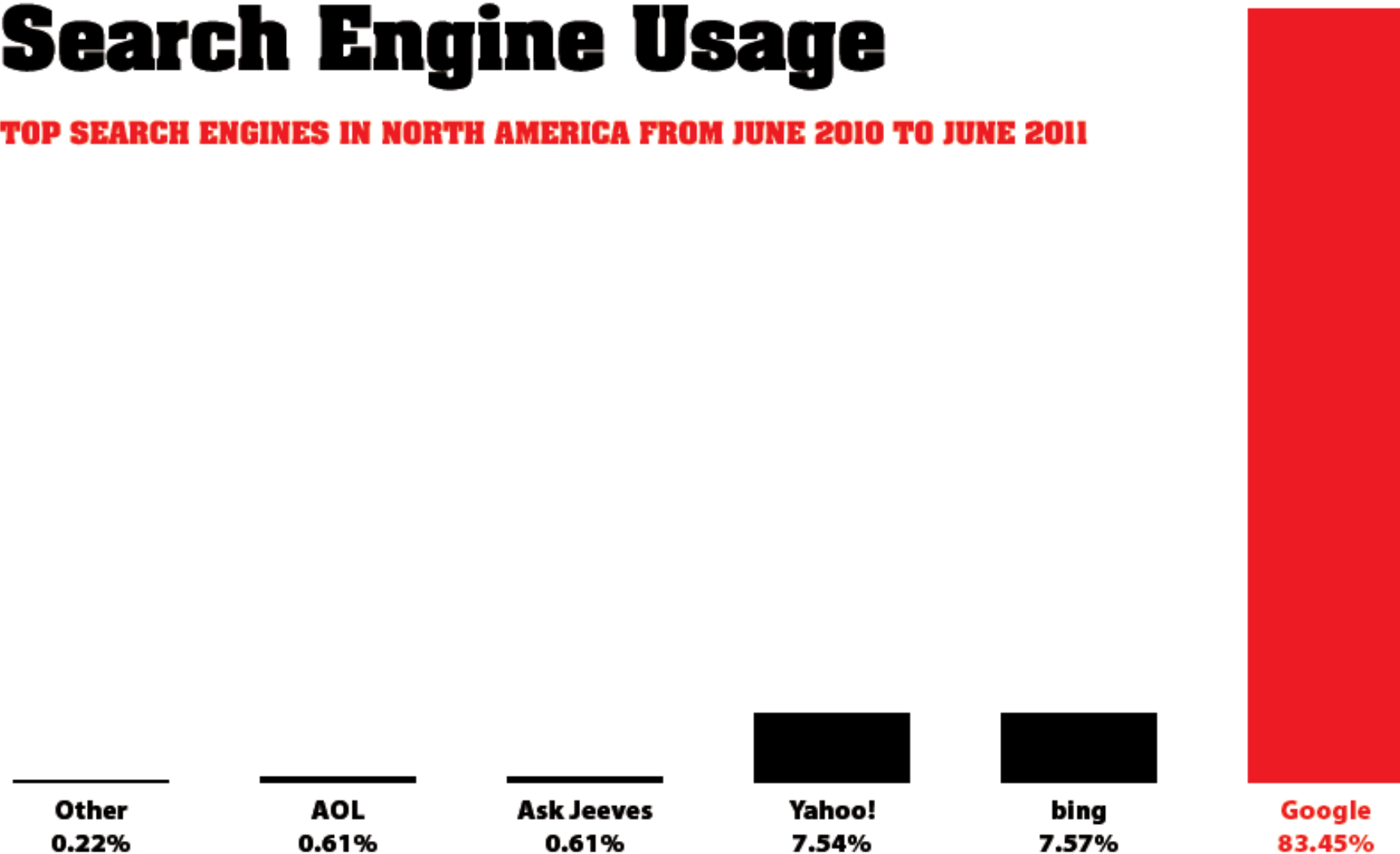
The internet remains an inexpensive form of advertising

- 1/10 the cost of prime time TV
- 1/3 the cost of newspapers
- 1/4 the cost of radio



Search Engine Usage

TOP SEARCH ENGINES IN NORTH AMERICA FROM JUNE 2010 TO JUNE 2011



Info provided by StatCounter (www.statcounter.com)



Internet Marketing Overview

INTERNET MARKETING IS THE ART AND SCIENCE OF DRIVING TRAFFIC TO YOUR WEBSITE FROM THE INTERNET

Search Engine Optimization (SEO) - improving visibility of a website via "natural" search.

Search Engine Marketing (SEM) - focuses on paid search; these are "sponsored links" on Google that appear to the right of search results. They can be tailored to geography and search term.

Web Directories - some, including Google Places, can be a huge traffic boost for tire dealers.

Social Media - allows for two-way communication between you and customers online, allowing you to build relationships with new and existing customers.



Internet Marketing/Social Media

65% OF ADULTS USE SOCIAL MEDIA AND WE MAKE CONNECTING WITH THEM SIMPLE

SOCIAL MEDIA SETUP + CENTRALIZED MANAGEMENT = GREAT RESULTS!



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Case Study **Modern Tire**

“SINCE SIGNING UP WITH NET DRIVEN WE EXPERIENCED A SIGNIFICANT INCREASE IN SALES AND WE BELIEVE NET DRIVEN HELPED MAKE THAT HAPPEN.”

Shawn Long, General Manager - Modern Tire

Modern Tire had a website for several years prior to working with Net Driven. The site did not show up in relevant search results and the company did not use search engine marketing.

Net Driven developed not only a new website, but a comprehensive SEO and SEM campaign. Within seven months they were listed on the first page of search engines for many relevant searches, traffic increased by over 1,000% and quote requests from the website increased exponentially.

Stats:	Nov. 2009	Nov. 2010
Visitors	286	3,272
Web Leads	1	149
Avg. Time on Site		4 min, 11 sec
Pages/Visit		5.84 Pages





Website

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Website Overview

A GREAT WEBSITE MUST PERFECT FOUR KEY ELEMENTS TO BE AN EFFECTIVE FORM OF GENERATING NEW LEADS: APPEARANCE; USABILITY; CONTENT AND INTERACTIVITY.

The **appearance** of your website must be professional, appealing and unique. It may be the first and only impression a potential customer receives of your business.

Your website must have a level of **usability** that end-users find easy-to-use. It must be easy to read, navigate and understand. A customer that can't find what they want will leave your site quickly.

Content is a key element of your website. Consumers shopping for tires and auto services are looking for information to help them make a purchase decision. Your site not only needs to be information rich, but this information needs to be easy to consume and understand.

There are many elements that can be focused upon to achieve web **interactivity** that attracts users to your website. The interaction between your customers and your business through your website is a critical feature to online success.



Website Appearance

A UNIQUE WEBSITE THAT CONVEYS YOUR BRAND IS ESSENTIAL TO ENGAGING CUSTOMERS

The appearance of your website is a reflection of your business, products and services. This may be the first, and only, impression a potential customer receives of your company. It should also reflect the unique character of your business and convey what is special about your company.

CUSTOM DESIGN FOR YOUR UNIQUE BUSINESS

A custom design that reflects your unique business will drive more customers to your site.

UNIQUE LAYOUT THAT IS INVITING TO CONSUMERS



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Website Usability

USERS WILL LEAVE YOUR SITE IN A FEW SECONDS IF THE NAVIGATION IS CONFUSING

Your website must be easy to read, navigate and understand. The navigation should be clear and consistent. The layout needs to be organized and accompanied by well-written text.



Intuitive Navigation



Keyword-Rich Text

MODERN TIRE AND AUTO SERVICE
THAT'S DRIVING SMART, THE MODERN WAY

HOME CONTACT US SHOP FOR TIRES SHOP FOR AUTO SERVICE TIRE BRANDS ABOUT US

WELCOME TO MODERN TIRE
Welcome to Modern Tire and Auto Service. Our commitment to the customer is to provide the best value, superior service and quality products. Modern Tire and Auto Service has been serving the cities of Farmington, CT, Southington, CT, Danbury, CT, Meriden, CT and Rocky Hill, CT for 48 years. We are a family owned and operated business.

LEARN MORE ABOUT THE MODERN WAY PROMOTIONS SEE HOW YOU CAN SAVE

SHOP FOR SERVICE SHOP FOR TIRES

THE GOODYEAR CREDIT CARD IS A FAST, CONVENIENT WAY TO MAKE YOUR TIRE AND SERVICE PURCHASES.

NEWINGTON (860) 966-2404 FARMINGTON (860) 677-6454 SOUTHTON (860) 626-9600 CHESHIRE (203) 272-3286 ROCKY HILL (860) 760-9000 NOW OPEN

HOME | SHOP FOR TIRES | SHOP FOR SERVICE | TIRE BRANDS | LOCATIONS | ABOUT US | RATE OUR SERVICE

CHECK YOUR REWARDS GET YOUR BALANCE



Keyword-Rich Links



Consistent Layout

Website Content

CONTENT IS KING; WEBSITES WITH RICH, EASY-TO-USE CONTENT WILL CONVERT MORE VISITORS TO LEADS

If your website answers all of the consumer's questions, what happens next? What happens if it doesn't?



OnlineTire
Catalog



Auto Repair
Center



Wheel
Configurator



Social Media
Center



Employment
Module



Rate Our
Service Form



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Website Interactivity

EASE OF INTERACTION IS POSITIVELY CORRELATED WITH LEAD GENERATION

Not only should every component of your site work quickly and correctly, but across the site, everything should work as expected, including: links, tire size lookup, site search, customer feedback forms, online quoting, shopping cart, etc. Allowing consumers to easily communicate with you and your business through your website is a key to success whether it's to tell you what they thought about the service they received, get a quote, make an appointment or comment on a blog article you wrote. In the age of social media, interaction is a key component to a great website. A growing minority of consumers are opting to communicate online as opposed to over the phone or in your store.



Smartphones & Tablets

BY 2014, MORE SMARTPHONES AND TABLETS WILL BE USED TO BROWSE THE INTERNET THAN DESKTOP COMPUTERS

Mobile website usage has increased considerably over the past few years. Between 2007 and 2011, there was a 400% increase in Google searches using a mobile device. Businesses can no longer afford to ignore the mobile web.

Net Driven Mobile Websites capture all the great functionality and features of a Net Driven website into an effective mobile format to target the ever growing market of consumers using mobile devices. With a mobile website for your automotive website, you can now be prepared for mobile shoppers to generate more leads and sales. We create your mobile website using your logo, company colors and the most popular pages from your main website.

 Custom Branding

 Tap-To-Call

 Analytics

 Thousands of Pages

 Social Media Integration

 Google Maps Integration



Case Study Samaritan Tire

“THE IMPACT OF THE WHEEL CONFIGURATOR TO OUR NET DRIVEN WEBSITE WAS IMMEDIATE AND IMPRESSIVE. IN THE FIRST WEEK ALONE, WE SOLD OVER \$3,000 OF WHEELS.”

Chris Mortensen - Samaritan Tire

Samaritan Tire worked with many companies on their digital marketing efforts. However, Net Driven was the first company that was a complete solution that only deals with the automotive industry.

Net Driven developed not only a new website, but a comprehensive SEO and SEM campaign. After the first 30 days of switching to Net Driven their quote requests went from 9 per week to 9 per day.

	<u>30 Days Before</u>	<u>30 Days After</u>
Email Leads	46	168
Phone Leads	1	1,176

*Over 1,300% increase in quotes. Nothing changed in budget besides making the switch to Net Driven.





**Maintenance
& Analysis**

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Website Analysis

FOCUS ON ANALYTICS ENGAGES DEALERS AND DRIVES IMPROVEMENTS

Quality website analytics can help answer questions, such as:

- How are people finding your website?
- What are they doing there?
- Why might they be happy or not happy with what they find?

Key statistics include:

- Search engines used to find your site
- Keywords used to find your site
- Content accessed
- Overall website traffic
- Whether visitors performed a stated goal (such as an online quotes or purchases).



This information is invaluable to not only assess current performance, but build a better website that will help you convert more traffic into sales in the future.



Google Analytics

Dashboard

Aug 1, 2010 - Aug 31, 2010



Site Usage

5,919 Visits

33,986 Pageviews

5.74 Pages/Visit

30.24% Bounce Rate

00:03:20 Avg. Time on Site

78.22% % New Visits

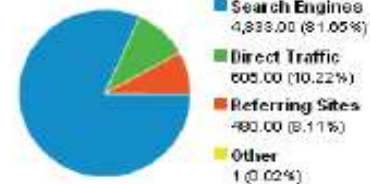
Goals Overview



304 Goal Conversions

[view report](#)

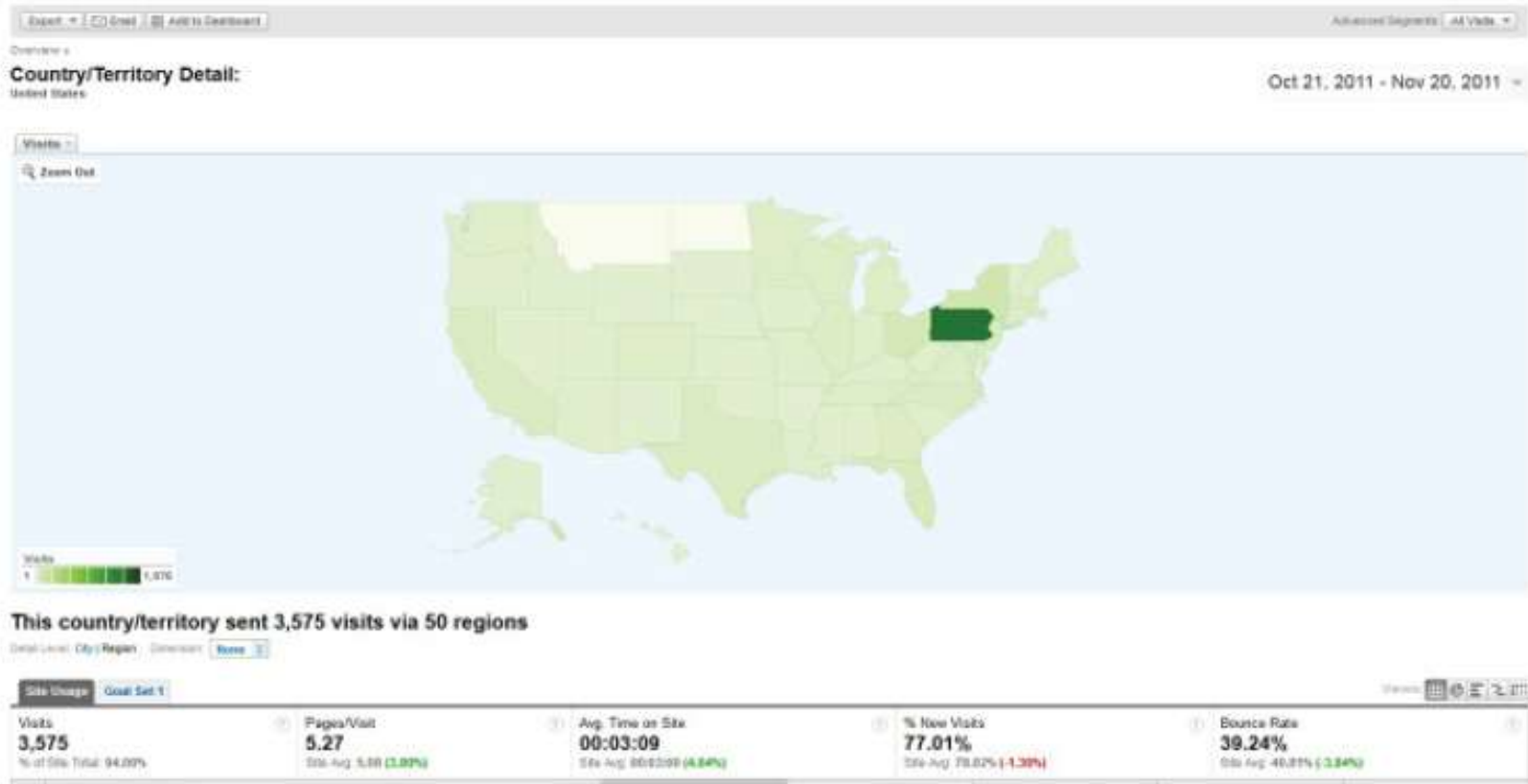
Traffic Sources Overview



[view report](#)



Google Analytics



Website Maintenance

WORRY FREE MAINTENANCE - DEALERS CAN FOCUS ON SELLING TIRES

Armed with this information, it is important to maintain the content on your website and your internet marketing activities to reflect this business intelligence. In addition, data needs to be updated to reflect the most recent information – for example tire data must be current and tire size lookup data must reflect the most recent model years.

Information from your analytics can help you understand how your website is or is not being found on search engines which will affect your internet marketing strategy and information on what content is being accessed frequently will help you focus on what content to update most often.



Service & Support

BUILDING A PARTNERSHIP WITH DEALERS

Client Relations

- Each client is designated a specific client relations manager.
- Setup and design consultation

Training

- Site live
- Quarterly call

Reports

- Monthly
- Quarterly





Net Driven®

We Drive Customers to You

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Future Developments
More to come...

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Social Media Management

TARGET 65% OF ADULTS WITH OUR SOCIAL MEDIA SET-UP AND CALENDAR ACCESS APP

REACH MORE CONSUMERS

65% of adults use social networking sites
(Pew Research)

SPREAD THE WORD

Leverage social media channels with the right message

SET-UP & SUPPORT

Net Driven offers social media set-up and ongoing content management



Reputation Management

CENTRALIZED MANAGEMENT

Monitor the status of your online reputation in one place

REAL-TIME COMPARISONS

Compare your online reputation with other dealers like you

BE MORE INVOLVED!

Empowers you to respond to potentially harmful reviews



THANK YOU

Ross McArthur
Net Driven

