

# The Broken Clock Marketing Strategy

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We were told early on in our careers that even a broken clock is correct twice a day. Quite simply, you might not have the best process or strategy you can be right some of the time. In today's competitive and crowded online environment, that's not good enough.

With the exponential growth of the web, digital advertising, and social media; ad agencies, marketing services, and individual businesses are running to push ads on a variety of these channels. Digital marketing covers text ads, keyword positioning, programmatic ad buying, and 'secret sauce' SEO ad targeting. Not surprisingly . . . some of it is working. Knowing exactly what's working and not working is still sometimes hard to pin down. Technology is getting better at tracking conversions but the follow up reporting doesn't always give the full picture.



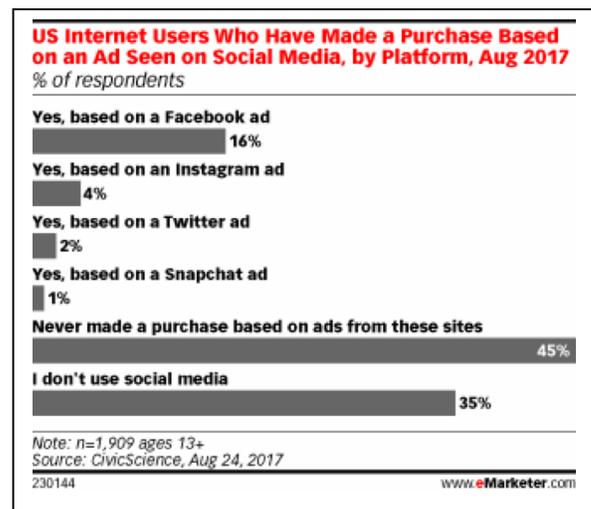
Talk to an agency and they are shouting how you NEED to be on Facebook, in a Twitter feed, and showcased on Instagram. OEMs are now insisting that their dealer networks have a specific portion of their marketing dollars allocated to online advertising. Speaking with a number of dealers, they've shared with me that online advertising, outside of posting inventory, is a crap-shoot as to its effectiveness. Add to this limited ad buying opportunities; and dealers end up competing with their OEMs, regional ad groups, and third party inventory and lead generating sites for placement.

Just like the broken clock, some of these tactics are working and conversions and sales are the result. Growing volume in this fashion takes a Herculean effort and a large budget which is often outside the marketing resources of most dealerships.

## Minimize the Social Commerce Cluster

A study in August 2017 by [CivicScience](#) found that very few US Internet users have made a purchase based on ads they saw on social platforms like Facebook or Snapchat.

*Here is a quote from a recent eMarketer article:  
"In fact, just 1% of respondents ages 13 and older said they made a purchase based on a Snapchat ad they saw, and only 4% said they bought anything based on an Instagram ad. Overall, out of the various social networks mentioned, respondents were more likely to buy something based on a Facebook ad they saw compared with other social networks."*



*They continue, "By and large, social networks haven't cracked the code for social commerce just yet. One main reason? In many cases, consumers aren't very interested in buying something while they're on a social platform."*

### **Facebook Noise**

Minimal engagement on Facebook isn't really news, and most users will tell you they pretty much ignore the ads in their feed. In the real world when a community is attending a social gathering to help a family in need you rarely see a car salesman pushing his card to everyone at the event trying to sell a vehicle. It's just not the reason you're there.

If you've been on Facebook or Twitter recently most of the content is gossip oriented and rarely anything of substance. A rehash of a news stories, some Memes, personal quotes, and of course tons of posts just daring you to share it with others. Then, when you add political posts, fake news, and click bait; you quickly see how challenging it is to stand out.

Picture going into a very large stadium of a few hundred thousand people and they are all yelling at the top of their lungs to get attention. Then you walk into the stadium and start yelling your company name and screaming about your great deals. Will anyone notice? That's what Facebook is like today. Sure the broken clock strategy will get you some sales or interest, but don't you deserve more?

While having a presence online is critical for every business, it's important to have clear messaging and let people know what you stand for and your focus on treating customers. Target your audience when possible, and let the audience know how or why you stand out in the market. Validate the experience.

### **Forget Focusing on Price**

Utilizing a price focused advertisement does nothing but help drive traffic to your competition. Consumers will contact your competitors to see if they will match or beat your price. Guess what. . . they'll match a real price every time. Focus on being different from the pack!

### **Start Engaging With and Helping Your Audience**

People are looking to solve problems, get advice and learn about products and services. In addition to online ads implement a content marketing strategy that provides helpful advice, video tutorials, information on technology, and the value of the services your dealership offers. This will differentiate you in the market. Then add a layer of fun to provide a good experience. There are hundreds of inexpensive ways to leverage media channels to bring more customers in the door. Leverage the "entertainment factor" to connect with both prospects and customers and you will start to see strong repetitive customers on a regular basis.

*Mark Dubis is an automotive marketing consigliere and helps auto dealerships increase sales by building their brand, highlighting their people, and strengthening community connections. Visit [www.markdubis.com](http://www.markdubis.com) for more information or call (216) 712-6712*

You can read the eMarketer article here:

<https://www.emarketer.com/Article/Social-Advertising-Isnt-Really-Driving-Conversions/1016400>