

# TEN Ways to Grow with Full-Motion Vehicle Video

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### Quickly boost sales through proper integration of video into your website

Whether your intention is to engage site visitors more fully, keep consumers on your site longer, or motivate consumers to request a vehicle price, full-motion video can help. Video is a powerful educational and marketing tool that when used correctly can help increase website traffic, raise conversion rates, and market your inventory and dealership in one dynamic presentation.

While raw data and photographs will always have a place on automotive websites and portals, today's car shoppers expect to see data brought to life through professionally produced videos from a brand they can trust. Consumers have for years been exposed to infomercials and infotainment disguised as independently produced reviews. To gain and keep consumers' trust, it is necessary to provide respected, high-quality third-party video reports that engage consumers and cause them to take the actions most desired by your business model.

What follows are recommendations and guidelines for using video. If implemented, we are confident they will provide your website visitors with a more immersive and engaging communications tool, helping you to build visitor loyalty and enhance your bottom line.

#### Recommendation #1: Integrate Video.

Your automotive video content should be fully integrated into your existing web environment and reside with other web-based information such as text, images, social networking features, podcasts, PDF documents and automotive configuration, research and pricing tools. Wherever there are tabs for photos, data or pricing there should be a tab linking to video test-drives and video profiles.



**KEY RESULT:** By integrating video content into contextually relevant pages on your site, you will engage your audience, increase viewership, keep the consumer on your site longer, and better achieve your site's financial goals.

#### Recommendation #2: Tell the Visitor What They Will See.

One of the biggest mistakes a web designer can make is in putting a little "video" tab across the top of the page next to "photos" "research" "home" etc. Unlike you and I, the consumer does not know what they might see if they click on the "video" tab.

By placing an attractive link next to all research on the site that says "Take a video test drive" or "View a quick video profile" you will be letting the consumer know that what they see when they click will have relevance to the vehicle they are researching.





**KEY RESULT:** Consumers will discover the value of the video when doing their research. Viewership of high CPM video pre-roll and post-roll ads will increase exponentially. Visitors to your automotive website will be more engaged, will stay longer and will make it a habit to return to your site for their automotive information and entertainment needs.

### Recommendation #3: Ingest Video Quickly.

Interest in a new vehicle is at its highest when the vehicle is first introduced. In addition to being the only company covering 100% of the new vehicle market, WheelsTV prides itself on delivering video programs as close as possible to when the vehicle first hits the showroom floor. Our production crews in New York, New England and California get press cars for testing purposes very early in the distribution cycle and our producers create finished programming on a schedule that assures automotive website developers that consumers will be satisfied when seeking to view a video test-drive or vehicle profile.

Automotive websites can shine when it comes to speed of ingestion and deployment of video. The ability of your site to go live with video content can be among the best. The key is to setup protocols that will automatically upload video content quickly and efficiently. Provide essential programming when interest is at its highest.



**KEY RESULT:** Visitors who have seen or heard promotional information about a particular vehicle will be satisfied when they visit your automotive website, will build trust in your site and will return when they are seeking automotive information and entertainment.

### Recommendation #4: Properly Organize the Video Page.

The organization of most automotive websites' video pages leaves something to be desired. Lists that extend below the fold slow the user experience. It has been our experience that a dropdown menu is the best approach to organizing a library of videos in that it makes the process of brand selection quicker and easier.



**KEY RESULT:** Sites that utilize a dropdown menu achieve higher video view rates, build consumer loyalty and keep site visitors on the site longer.

### Recommendation #5: Integrate Data and Video.

For success with video, the video programs cannot be separate and distinct from vehicle profiles and cannot stand apart from the main page and the vehicle profile page.

WheelsTV's video library is an essential shopping tool that needs to be linked to the vehicle's profile page. Successful websites provide the link to WheelsTV's videos on the vehicle profile page. This link takes the viewer to a player featuring videos relevant to the vehicle being researched.



**KEY RESULT:** Our experience has shown that this link between the vehicle profile page and a corresponding video is the most useful and informative placement for the consumer when researching a particular vehicle. By making it easy for the consumer to view the appropriate video, the consumer's experience on your automotive website is enhanced, loyalty is built and a long-term, repeat visitor is assured.

### Recommendation #6: Provide a Trusted, Reliable Video Product.

The purchase of a motor vehicle can be a daunting task. When considering spending thousands of dollars, consumers need and want information they can rely on to be accurate and unbiased. Each automotive website competes with J.D. Power, Kelley Blue Book, Vehix and other major automotive websites for the consumer's trust. Videos that are funded by the OEM's detract from the credibility of the automotive website's vehicle research services and should be tagged as such or removed.



**KEY RESULT:** Consumer loyalty and trust is established and maintained by offering video content that is independent and unbiased.

### Recommendation #7: Don't Disappoint the Visitor to Your Site.

When a consumer comes to your site in search of automotive information, the last thing you want to do is to not have what they need. If a visitor cannot find what they need, whether it is raw data or data brought to life via full-motion video, they will go elsewhere and not return.

100% coverage is essential. Automotive websites will lose a consumer who is shopping for a particular vehicle to a competing site if they do not provide a trusted third party video test drive to assist the consumer in their research.



**KEY RESULT:** With 100% coverage, every consumer is given a video to view. This will boost the consumer's confidence in your company and its website, establish brand loyalty and create a visitor who returns whenever on-line automotive information is needed.

### Recommendation #8: Place the Video Player Where It Will Do the Most Good.

A critical factor when considering how to maximize the value of video on automotive websites is proper placement of the video player on the main page. This is easily accomplished by placing a dedicated player on your automotive website's homepage. The player however, needs to be properly situated on the page. With video advertising achieving CPM's that are multiples of static ads, integration of the player into the tabbed section in the upper middle or left hand side of the page is important.

We have found it very useful when sites combine videos and photos, to have the tabs for both adjacent to each other. A picture is still worth a thousand words and video brings pictures and data to life.



**KEY RESULT:** A properly located player will engage the site visitor, prompt the visitor to view your website's videos and thus, create a more immersive user experience.

### Recommendation #9: Co-Brand Each Video.

Each independently produced video program is an opportunity for an automotive website to extend its brand. Be sure that each video test drive includes your company's branding at the head and tail.



**KEY RESULT:** Your website's brand travels with the video, going wherever it is sent on the worldwide web, expanding awareness of your website while driving traffic to your site and building your business.

### Recommendation #10: Use VSEO.

The enormous traffic to YouTube and other video sharing sites has created a unique marketing opportunity. These sites are used to seek out video-based information on cars when considering the purchase of a new or used vehicle. WheelsTV's test drives and quick vehicle profiles include "snippets", short pieces of the videos to whet viewers' appetites, and cause them to want to watch the full video by going to your website.



**KEY RESULT:** By using VSEO, video search engine optimization, to its fullest, you can drive significant traffic to your site. When you place snippets on YouTube, Blinkx and Blip.TV they will generate site visits and help to quickly grow your business.

## Conclusion

Full-motion video is now a key element in the vehicle sales process. Video puts the consumer behind the wheel, engages the consumer and moves a consumer to buy. But, to take full advantage of this powerful sales tool, you must make it as easy as possible for the consumer to view your video presentations. Ten Ways to Grow with Full-Motion Vehicle Video provides methods of on-line video integration that have been proven to work. It is provided as a service of Chrome Systems and WheelsTV with the expectation that it will lead to greater success for you and your business.

### About Automotive Networks Corporation

Automotive Networks Corporation, d/b/a WheelsTV, creates and distributes exclusive, original content and patent-pending products including Top 200 Test Drives, 1:00 on One Vehicle Profiles, POV Reviews, and automotive lifestyle feature stories; providing the optimal consumer experience to its distribution partners including AOL, AutoData, Chrome Systems, MSN, Charter Cable, Comcast, VEHIX, Autotrader, Cablevision, Walmart, J.D. Power and Associates and Yahoo!