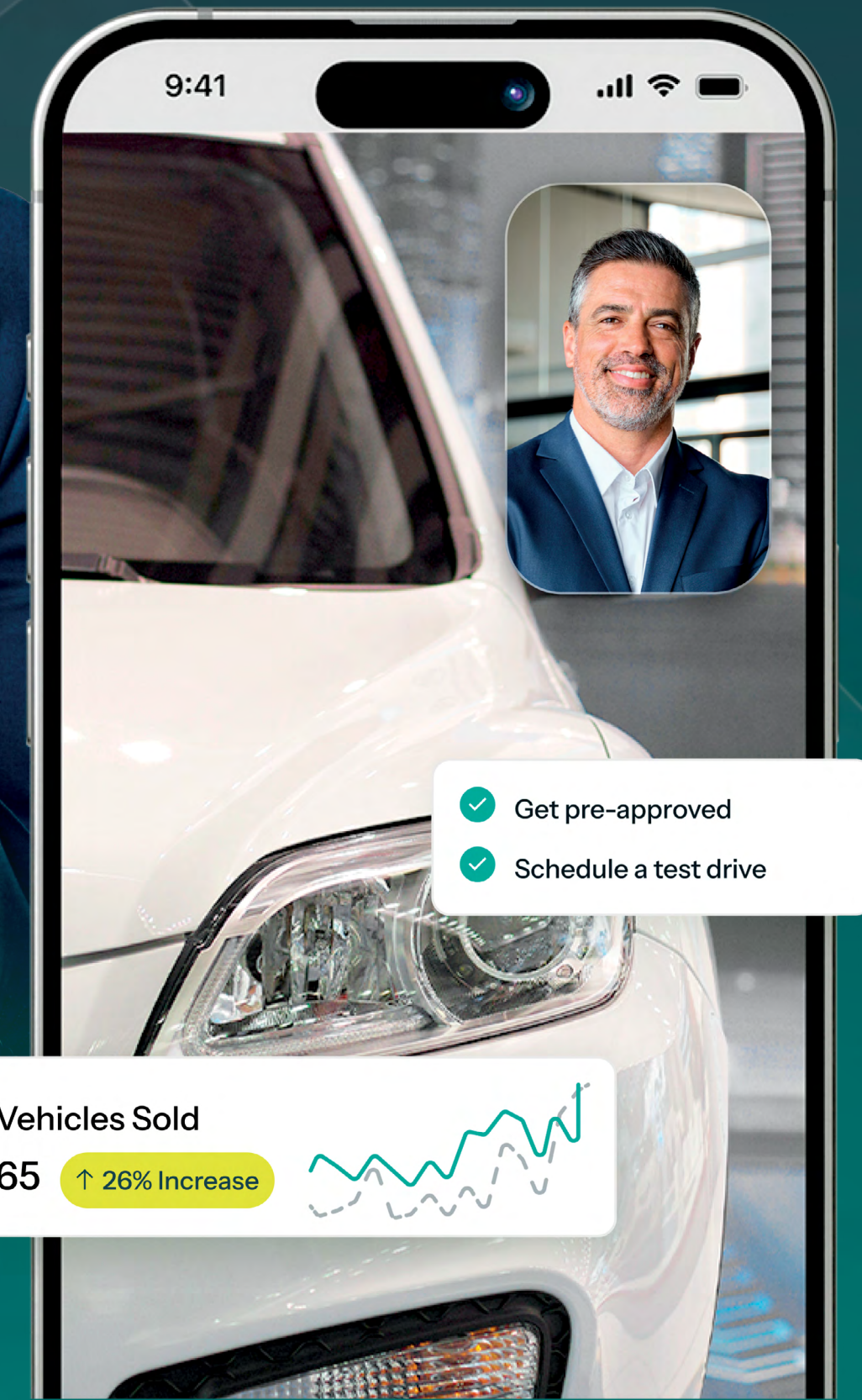




The Ultimate Video Messaging Playbook for Dealers

Your Guide to Boosting Responses, Appointments, and Sales

Automotive · Marine · RV · Motorsport



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Introduction

Despite the many – and often expensive – digital sales tools dealerships use to increase lead volume, it is often a struggle to mirror that increase in contact ratio and appointment set-to-show ratio. Why is this? In the current cultural climate, buyers love the comfort and ease of being able to shop from their homes or offices using their computers and mobile devices. Because of this, dealers are seeing **more than 70% of their leads coming from the internet**. The conundrum here is that while people enjoy shopping online, they still want to do business person-to-person, rather than device-to-device.

Enter personalized video messaging.

When a dealership incorporates video into its digital sales process, it increases contact ratio and drives more buyers into the dealership. Personalized video messaging allows auto, marine, RV, and motorsport vehicle dealers to:

- Differentiate themselves from the competition
- Provide best-in-class customer experience from the get-go
- Build trust and rapport with prospective buyers and customers
- Convert online leads to in-store buyers
- Feed the funnel from sales to service
- Generate more warm leads through reviews and referrals

Only 20% of customers will read a plain text email, while

80%

will watch a video.

In this ebook you'll learn:

- Why video is the go-to sales tool for dealers
- Top use cases to make the greatest impact
- Resources and scripts to help you get started with video
- Next-level video tools to boost engagement

Why **Personalized** Video?

As a dealer, you have plenty of sales tools at your disposal, but personalized video is poised to make a huge impression on your buyers throughout the entire lifecycle of your relationship—from initial purchase to handing off the keys to the first (unfortunate) fender-bender to routine maintenance like oil changes.

But don't take our word for it—let's look at the research:

- Dealers who include personalized videos in their messages typically see a **70-80% increase** in converting online inquiries to in-store appointments.
- Adding video to email and text communication boosts replies from buyers by **up to 200%**.
- People **remember 95%** of a message when watching a video as opposed to just **10% of text**.

Personalized video gives you a series of easy touchpoints with your buyers—even when they're not seeing you in person. Because your audience is online-savvy, this is the best way to meet them from where they are. By planning ahead and even automating your outreach, you can ensure they keep coming back to you year after year with minimal effort on your part.

Personalized Video for Dealerships

While there is no limit to how a dealership can use video messaging, there are four primary ways it is generally used:

- **Sales:** Incorporating video into the outreach process encourages customer engagement, builds trust, and differentiates a dealership from its competition. This increases contact ratios and drives more buyers into the dealership.
- **Business Development:** A strong lead response is a dealership's first opportunity to reconnect with an inbound buyer. Video gives the BDC rep the chance to leave a lasting impression, stand out from the competition, and build a positive customer experience from the very first interaction.
- **Service:** Using video to highlight the current condition of a customer's vehicle, boat, or RV builds transparency and creates a positive customer experience. Providing superior service maintains customers, fosters loyalty, and generates referrals.
- **Auto-Responders:** Buyers are three times more likely to visit a dealership if a salesperson responds within 10-30 minutes. Convert online leads into showroom traffic by sending automatic, personalized videos through a CRM whether in or out of the office.

The Basics of Video Messaging

What is Video Messaging?

Video messaging is a modern approach to communication that allows you to record, edit, send, and track personalized videos to prospects and customers via email, text, or direct message on social media. Think of it as a video voicemail; the message doesn't change, just the medium.

Video emails and texts are simple video messages recorded using a webcam or a smartphone used in place of a typical text-only message. The idea is to send a dynamic, hyper-personalized message that gets noticed and responded to at a significantly higher rate than a plain-text email. Video messaging lets customers put a face to a name and enables salespersons to build trust and stronger relationships.

Video messaging is not creating a single video to be viewed by many people on social media or a dealership website. Video messaging is one-on-one communication that is personalized and created for a specific individual.

The Psychology

Words only account for a fraction of human communication, while tone, inflection, gestures, facial expressions, eye contact, and so on make up the bulk. Seeing another person and hearing their voice fires up neurons that help people recognize faces and understand their expressions. This emotional information is absorbed, and we respond by making micro decisions about whether we like and trust that person. You shouldn't underestimate this emotional contagion. If a salesperson wants to get a customer excited about a new vehicle, for example, they are much better off conveying that excitement through video than text. In addition, body language and facial expressions help with information retention. Basically, it's not what you say, but how you say it.

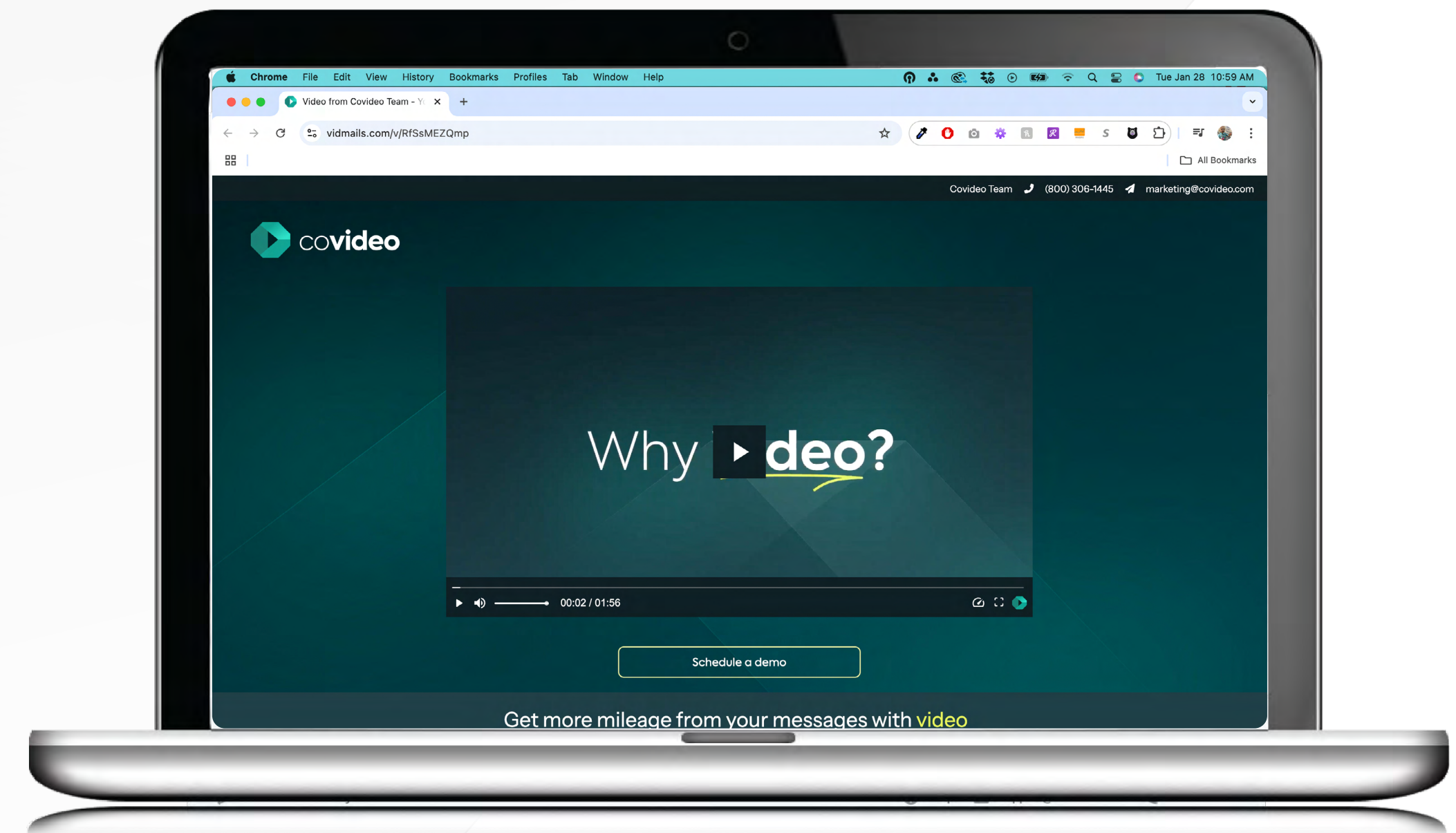


Why Video? For Dealerships

Top Reasons to Choose Video

- **Differentiate from the competition.** Good salespeople are a dealership's greatest asset and biggest differentiator, so it only makes sense to put them front and center, instead of hiding in an already-overcrowded inbox. A video message immediately differentiates a dealership from its competition and makes the message more memorable. 95% of a message is recalled when delivered via video, versus just 10% with text.
- **Increase customer engagement.** Video increases engagement by 60% compared to plain-text communication. This is because buyers prefer video over text, so when drab, wordy emails and texts are transformed into personalized videos, it creates more meaningful experiences that spark more conversations and build stronger connections.
- **Build trust and rapport.** By using video instead of just plain text to communicate with prospects and customers, a dealership can build trust and rapport more rapidly by connecting a face and voice with a name. A video also offers the advantage of tone, inflection, eye contact, and body language—all important elements of communication that are lacking in text communication. Building rapport with buyers in the digital world increases the likelihood they will engage in the real world and opt to visit the dealership in person.

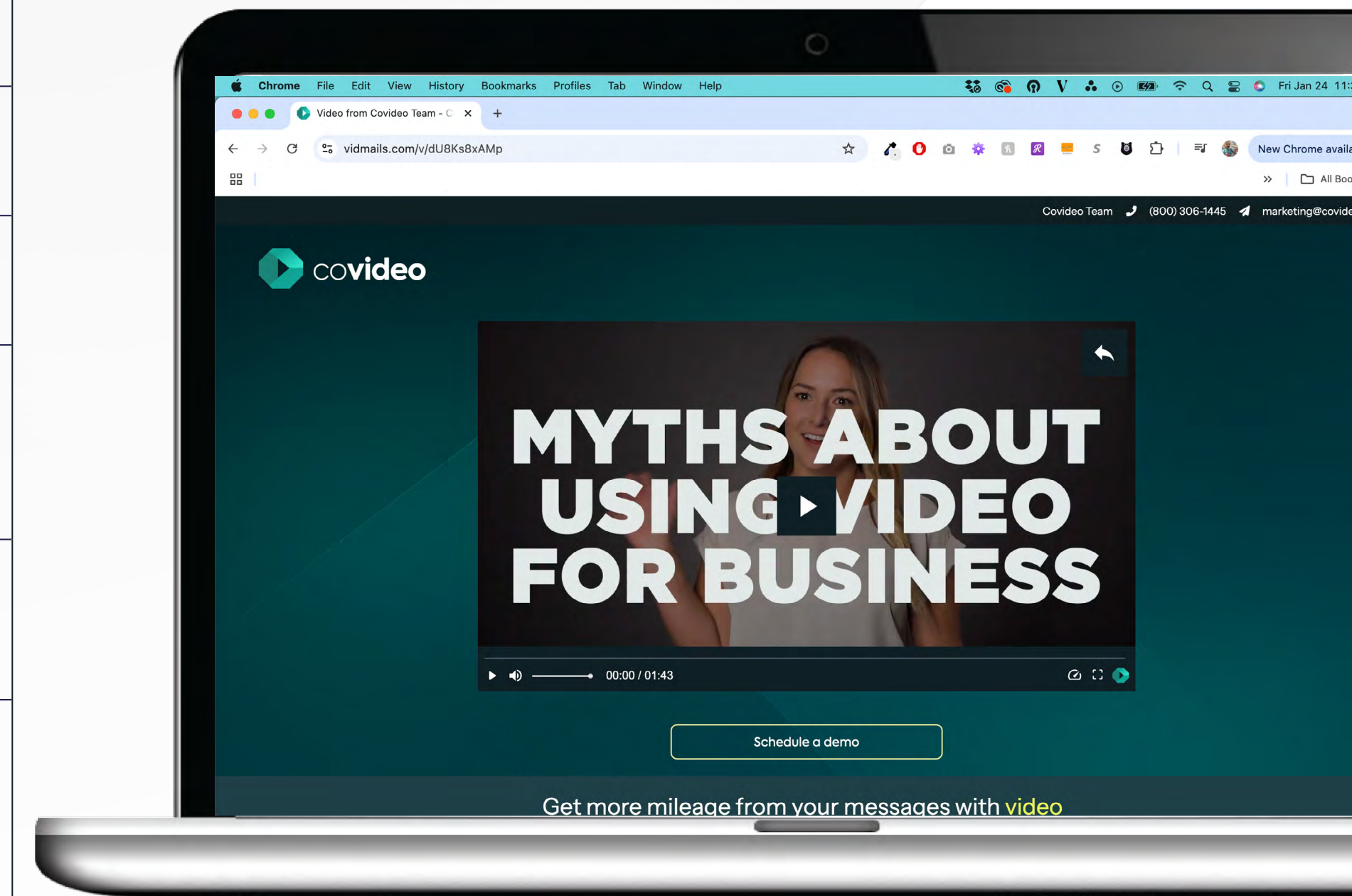
Click video below to learn more about using video for dealerships!



Video Myths Vs. Reality

Myth	Reality
I have to look and speak perfectly in all my videos.	Authenticity goes a long way! Most people prefer videos where you show up as yourself and communicate honestly.
Video takes a really long time to create.	In most cases, you can record and send a video in less time than it takes to send an email. Typically under four minutes.
I don't have the time to learn new technology.	Using a video messaging app is helpful because it does most of the hard work for you and sets up an intuitive platform you can use in minutes.
Video is expensive to use and implement.	You don't need a videographer, expensive editing software, or extensive training to make a difference with video. Most people already have a webcam or phone camera, and video messaging software is among the most affordable.
Video is inconvenient for people to watch.	Video is actually the preferred form of communication for most of your customers and prospects. According to an Invideo study, the average user watched 100 minutes of video a day in 2022.
I can just record video with my phone instead of using a personalized video software.	Sending videos you've recorded on your phone through text, email, etc. has some pitfalls. First off, file size can prevent you from being able to send. Your video will also be less engaging when it shows up as an attachment or link, or will likely end up in spam. Plus, you can't gain insights like who has watched your video and when.
I have to be an expert to begin developing a video strategy.	This guide contains everything you need to know to get started! While there are many tactics you can implement, we recommend starting with one or two that will most immediately impact your business. Then, when you've mastered those, you can gradually implement more.

Click video below to view a message from the Covideo team.







Video Messaging Vs. Other Types of Video Communication

It's important to understand that personalized video messaging differs from other forms of video communication. Be sure you're choosing the right video for the right situation.

Marketing Videos	<ul style="list-style-type: none"> ▪ Polished, professional, highly edited ▪ Large investment of time and money ▪ Used for advertising, websites, or email campaigns
Social Media Videos	<ul style="list-style-type: none"> ▪ Fun, inexpensive, more casual ▪ Distribution channels are limited (can only be seen by people who follow dealership account) ▪ Content is meant to be consumed en masse
Video Conferencing	<ul style="list-style-type: none"> ▪ Great for live, two-way conversations ▪ Both parties agree to meet on a specific day/time ▪ Synchronous communication; scheduled, real-time interaction
Video Messaging	<ul style="list-style-type: none"> ▪ Delivered via email, text, CRM, or social media DM ▪ One-on-one communication ▪ Authentic, stripped-down ▪ Hyper-personalized to the individual customer and their situation ▪ Asynchronous communication—happens on each person's own time and doesn't need scheduling

Getting Started

Getting started with video messaging is relatively simple. A dealership can work with a provider such as Covideo, or venture out on their own with a few basic tools:

-  **A way to record.** A mobile device or webcam built into a desktop or laptop will work just fine. Don't have a webcam? It is relatively inexpensive to buy an external webcam that will work with any computer.
-  **A place to host and store videos.** Platforms such as YouTube or Vimeo work; however, the easiest and fastest way is to use a video messaging tool that automatically saves, uploads, encodes, and hosts videos.
-  **A way to send.** It's essential to host videos to share them with a link instead of trying to send the video file. Once a link is generated, there are any number of platforms that can be used to send it via email, CRM software, text, or social media DM.
-  **A way to track.** Using the do-it-yourself approach, tracking can be a bit of a guessing game. Most video hosting platforms show how many times a video has been viewed. However, you won't be able to see who watched it, when they watched it, or for how long. Tracking for engagement and ROI is important, so at some point, you should consider a video messaging tool.

Creating a **Winning Video** Strategy

There are so many great ways to incorporate video into your dealership strategy, so where do you start? It's important to start small: pick one or two key areas of your sales, service, or marketing strategy to address first, and then move on to other tactics. Follow our directions below to help hone in on your main areas of focus and begin developing your strategy.

How to Plan and Implement Your New Video Tactics

1. Create a Framework
 - a. Identify areas of your sales, service, or marketing cycle you would like to improve.
 - b. Note benchmarks for where you currently stand (close ratio, lead to meeting, average number of referrals each month, average sales cycle, etc.).
 - c. Pick 1-3 video tactics to help move the needle in those areas. While you may have many areas you wish to improve, instilling a new habit is easier when you start small!
2. Create a Standard Operating Procedure (SOP)
 - a. Create an SOP to hold your team accountable. Example: When x happens, then send a video. This makes your changes measurable and easy to track.
3. Implement Your SOP
 - a. Stay consistent as you implement your new tactics. Think of it like trying to be healthier! You can get a gym membership, but if you don't show up, you won't get in better shape.

4. Review Your Impact
 - a. Review changes in your KPIs after 3-6 months of implementing a new tactic to see your results and decide on next steps.

Identifying the most impactful ways to use video

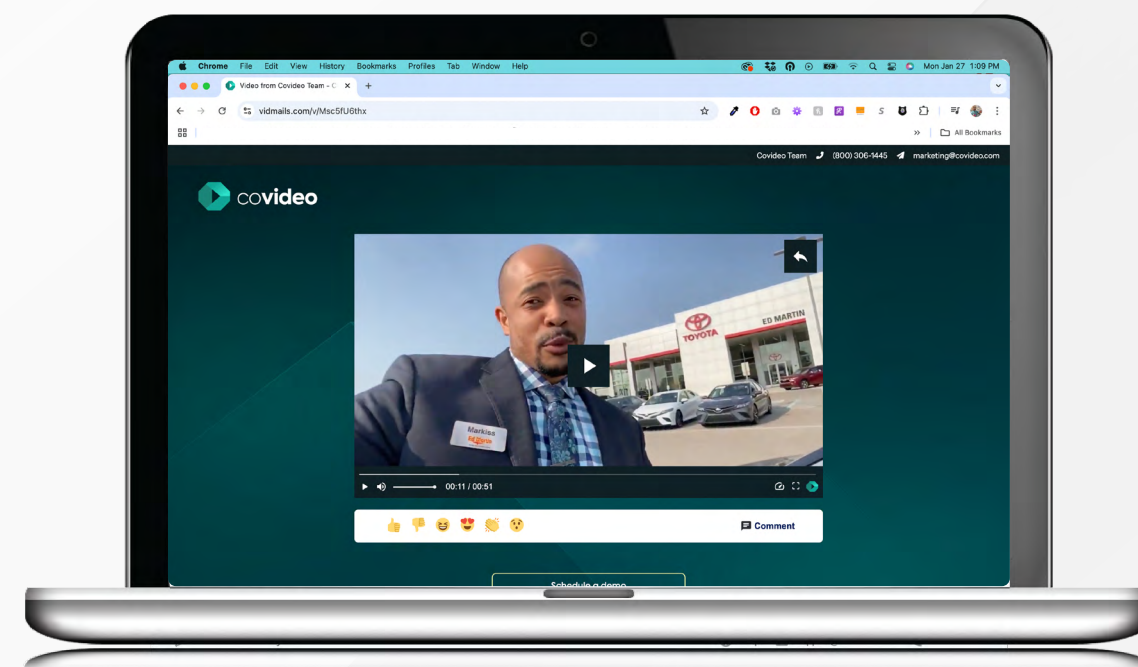
1. Look at your sales funnel. Identify what you're doing well and what you can improve. Is it converting leads? Getting people to show up for your scheduled appointment? Is it hard to close sales or "fill the funnel" with new opportunities?
2. Note benchmarks for your key performance indicators (KPIs). If you're looking to improve your metrics in certain areas, determine your current success rate. Once you've implemented your video tactic that relates to the KPI—and stayed consistent—then, reevaluate the rate and improvement after a period of at least 3-6 months. You'll begin seeing results right away, but you want a large data set to measure the full results.

Once you've had time to review your KPIs, establish a framework, and consider your next steps, check out our "use cases" section for our top ten ways to incorporate video. You're sure to find some ideas that fit your goals!

Tailoring Your Strategy

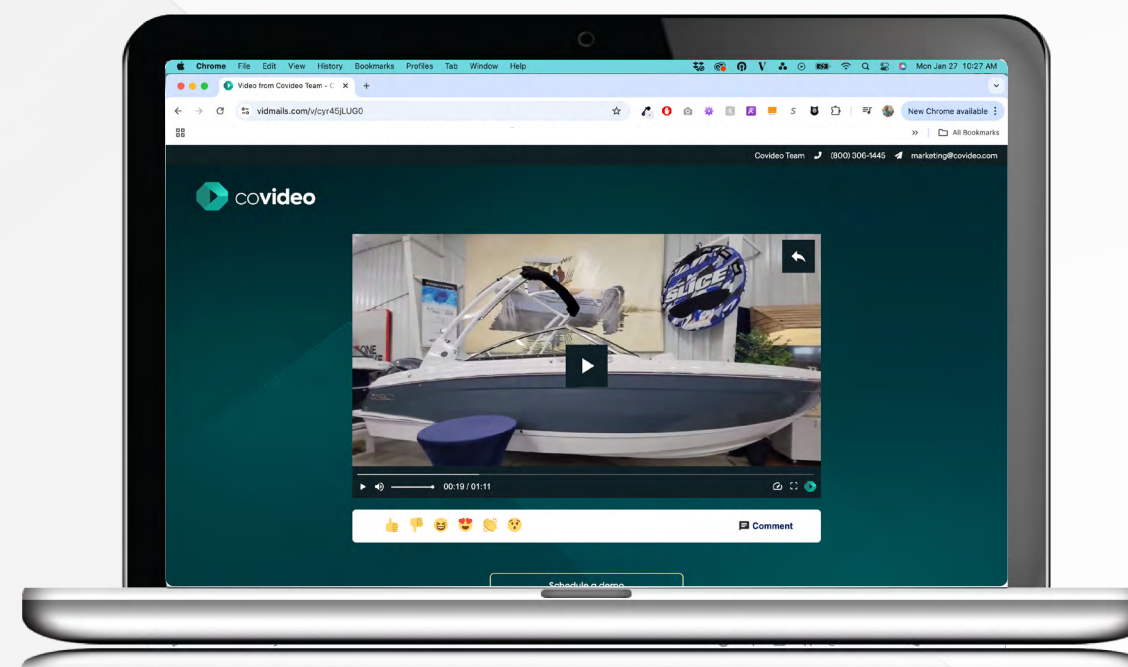
Auto

Auto dealerships have a large volume of customers and often work to retain those customers over time as they need service or choose to upgrade their vehicle. Unfortunately, car salespeople may have to fight stereotypes or distrust from the people who walk into their doors. Personalization is important because your customers have many options to choose from, and you want to win over their loyalty. Video is an excellent medium to build trust and increase sales.



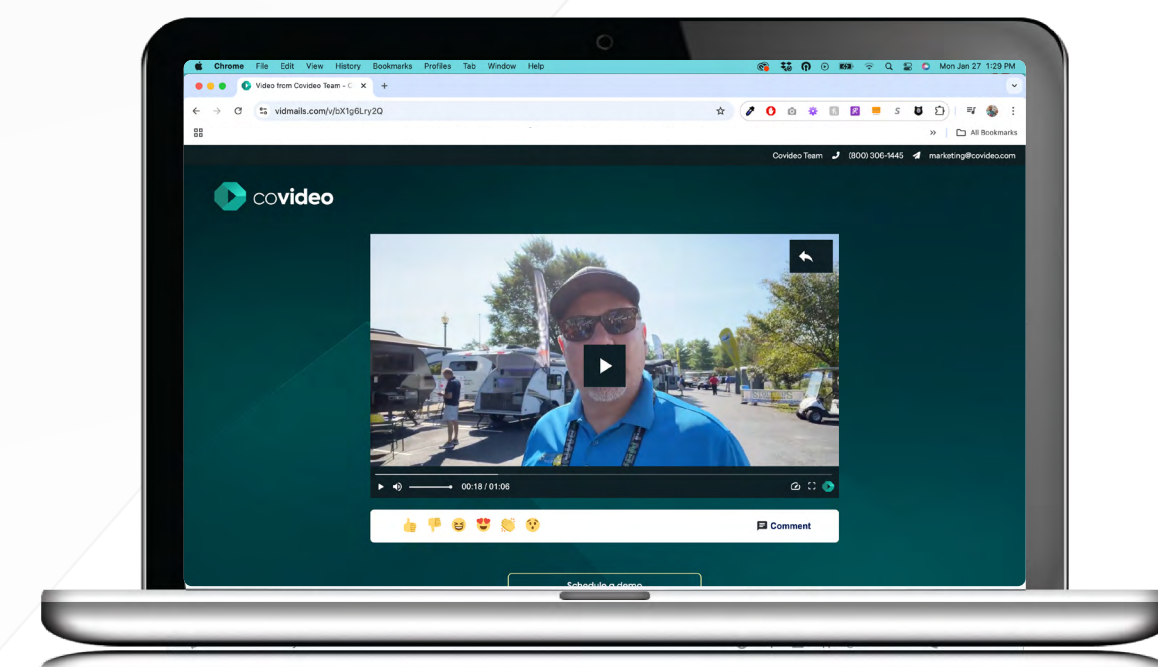
Marine

When someone is looking to buy a boat, they are typically looking for a white glove experience. They're making a large investment in a luxury item, so they expect a high level of attention to detail. When you're selling a marine vehicle, you're also selling an experience. Video allows you to show off customers' options, connect after shows, and ultimately help them feel valued and confident in their purchase.



RV

Much like marine customers, RV customers are purchasing a vehicle that is considered nice to have—not a necessity like a car. These customers tend to be adventurous and love the outdoors and traveling. Video allows you to help them see how their vehicle can help them meet their travel goals and make lasting memories. Additionally, you can connect before and after shows, follow up with internet leads, thank customers for purchases, and ask for reviews and referrals.



Other Vehicles

If you're selling motorsport vehicles like motorcycles or four-wheelers, you're in a similar situation to RV and boat dealers: your customers are looking for someone who can sell them the experience, adventure, and lifestyle they're after. You can use video in similar ways—walkarounds of vehicles they are interested in, reminders of service or appointments, and thank yous or follow-ups.

54%

of car buyers would pay more for a better buying experience, according to a Limelight study.

Top Use Cases for **Personalized** Video for Dealerships

In the next few pages, you'll find some of our favorite ideas for incorporating video into your dealership sales strategy. We'll cover how to use video messaging to:

1. Improve Your First Quality Response
2. Create an After-Hours Autoresponder
3. Connect Before and After Shows
4. Record Vehicle Walkarounds
5. Set Appointment Reminders
6. Follow Up on Unsold Units
7. Say Thank You After Purchase
8. Handoff from Sales to Service
9. Offer Trainings and Demonstrations



Test drive reminder
2024 Mazda CX-5

2:00 PM - 3:30 PM



1. **Improve** Your First Quality Response

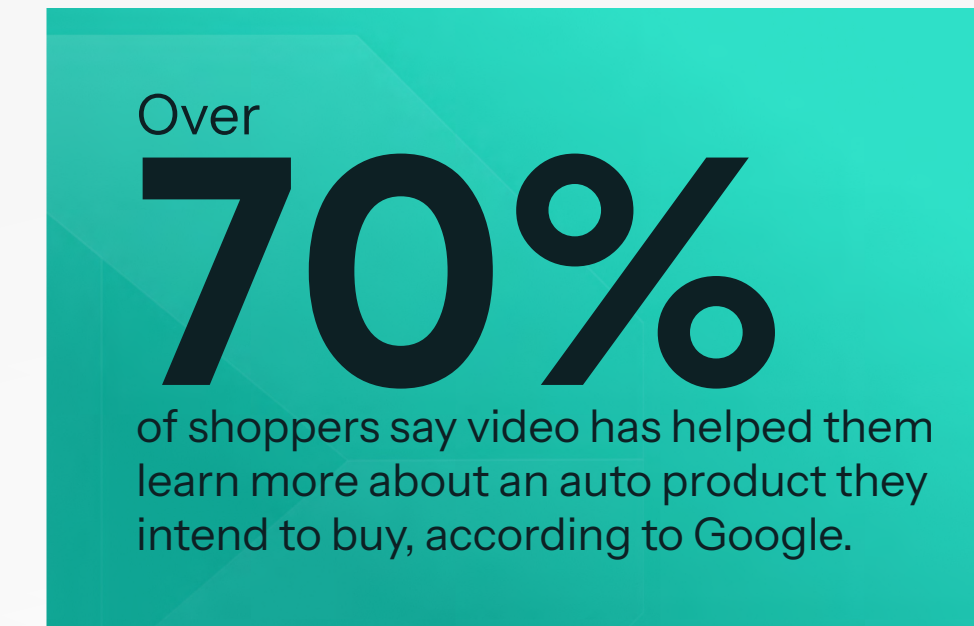
Turn online to on-lot with a memorable first quality response (FQR) that gets buyers in the door and keeps them coming back.

Most prospective buyers begin their purchasing journey online, which means you need an effective FQR to convert online inquiries into showroom traffic. Using video in your FQR gives you a way to share intro videos, walkarounds, and more, whether you're on the lot or in the showroom.

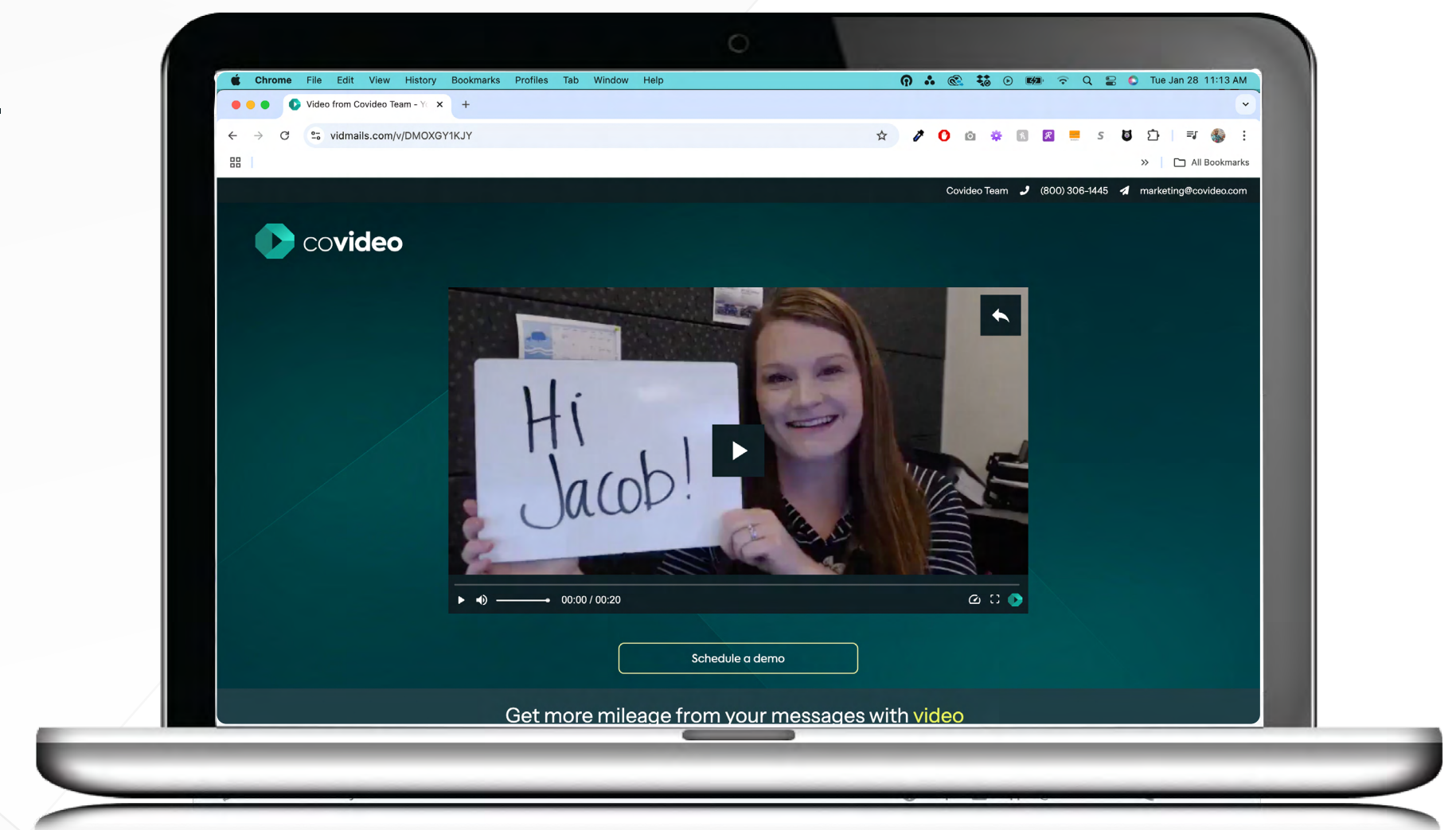
Respond to leads with a video introduction to make a great first impression and present next steps. You can even offer customers a 360-degree video of the exact vehicle they've inquired about, highlighting special features, color, and condition, as well as showcasing additional inventory on the lot.

What to include in your FQR video

- Introduce yourself with your name and title
- Identify the vehicle your prospect is interested in
- Highlight special features, the condition, etc. of the vehicle
- Give them next steps for how to set up an appointment
- Leave your contact information and the option to reply back with video



Click video below to view a message from the Covideo team.



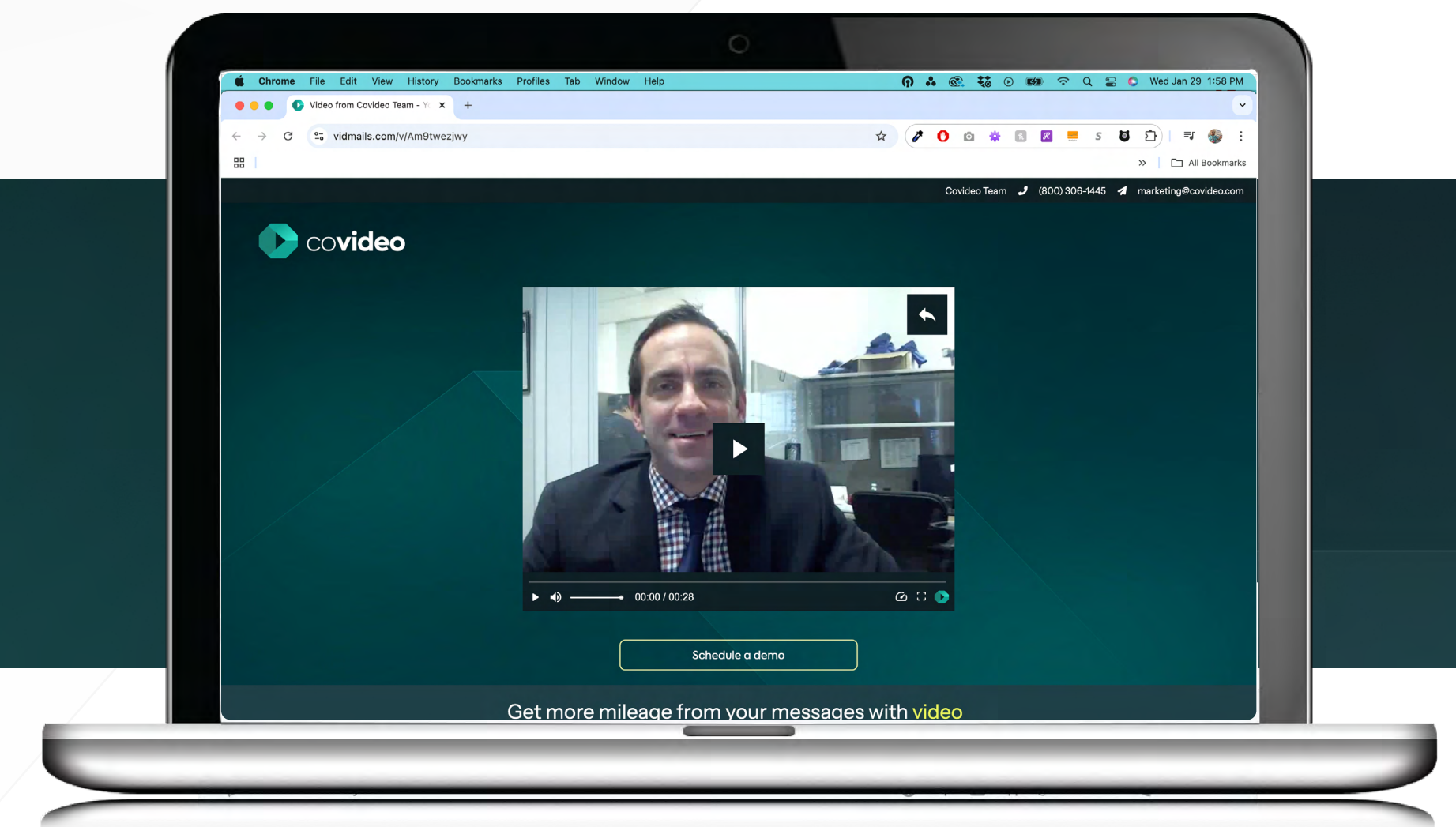
2. Create an After-Hours **Autoresponder**

Give your customers next steps and a personal touch—even when your doors are closed.

You can't immediately react to every inquiry. Some of your inbound leads will come in when the dealership is closed for the day. Keep customers engaged and begin building their loyalty by setting up an after-hours autoresponder.

To set up your auto response, simply record a video explaining that you've received the customer inquiry and will be back in touch with them as soon as possible. You can also explain the dealership hours and leave specific contact information. The great part of this approach is you can set up this response to work automatically, which means no extra work for you.

Click video below to view a message from the Covideo team.



Don't miss out on inquiries that come in after hours! Even if a buyer receives the **auto response video**, be sure that someone is assigned to follow up with them as soon as possible the next day.

3. **Connect** Before and After Shows

If you're attending trade shows for RVs, boats, or other vehicles, make your booth stand out and stay top of mind with video.

Trade shows are an awesome way to show off your product and connect with interested buyers, especially because trade show season usually takes place in late fall to early spring, when sales would otherwise be stunted in colder weather. But if you're an exhibitor at a trade show, you have limited time to make a big impact and stand out against hundreds of other exhibitors. You can use video before and after a show to seal the deal with potential buyers.

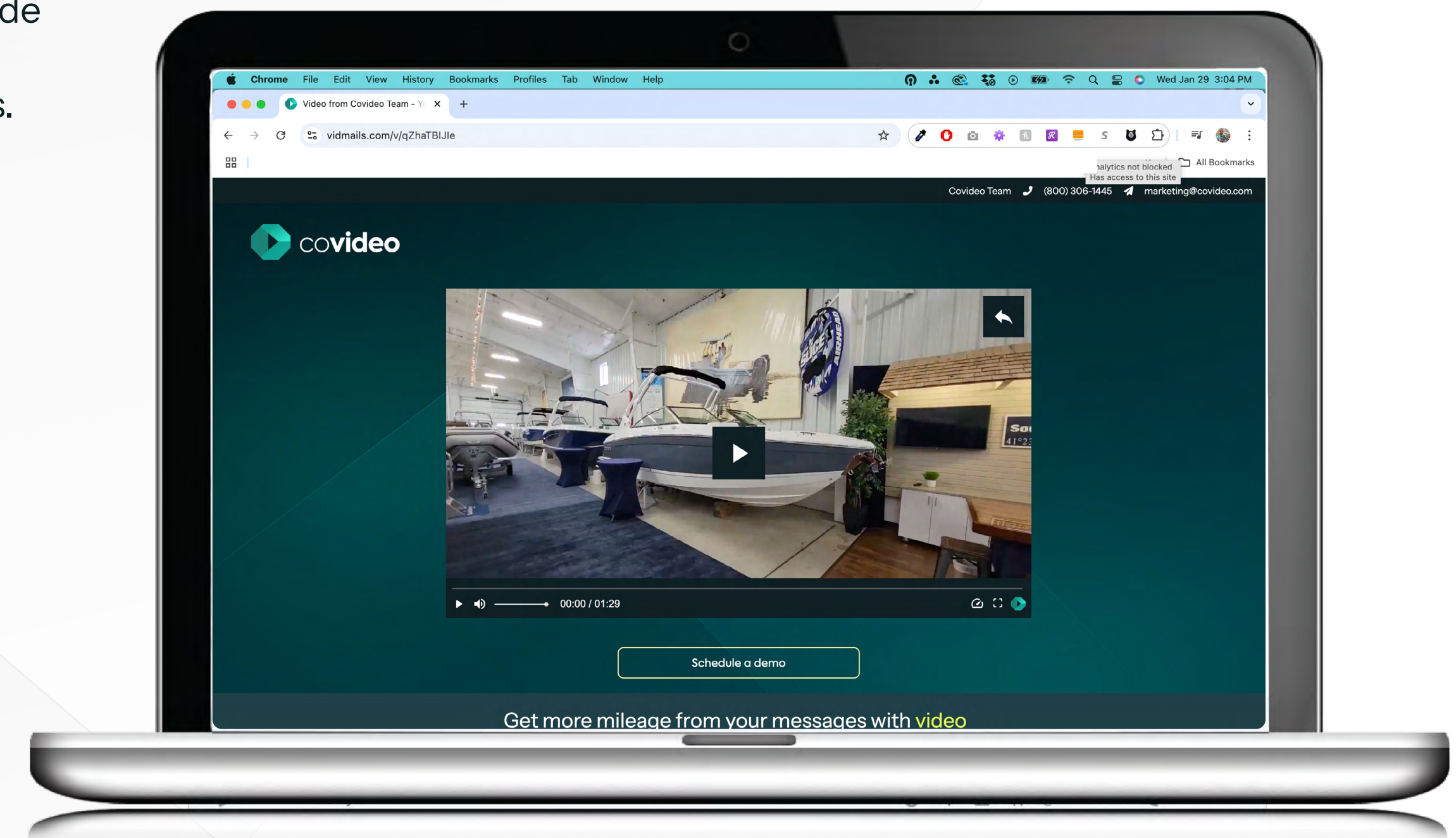
Before the Show

Go through your list of contacts and let them know you'll be at an upcoming show. Give them the location, booth number, or other helpful information. Also, remind them of your contact information and how they can come to you with questions.

After the Show

Reach out to any current or new contacts to thank them for visiting your booth or demonstration. If they showed interest in a particular unit, you can film a walkthrough to remind them of all its awesome features. Always give contact information and clear next steps for how they can work with you to close a sale.

Click video below to view a message from the Covideo team.



4. Record **Vehicle Walkarounds**

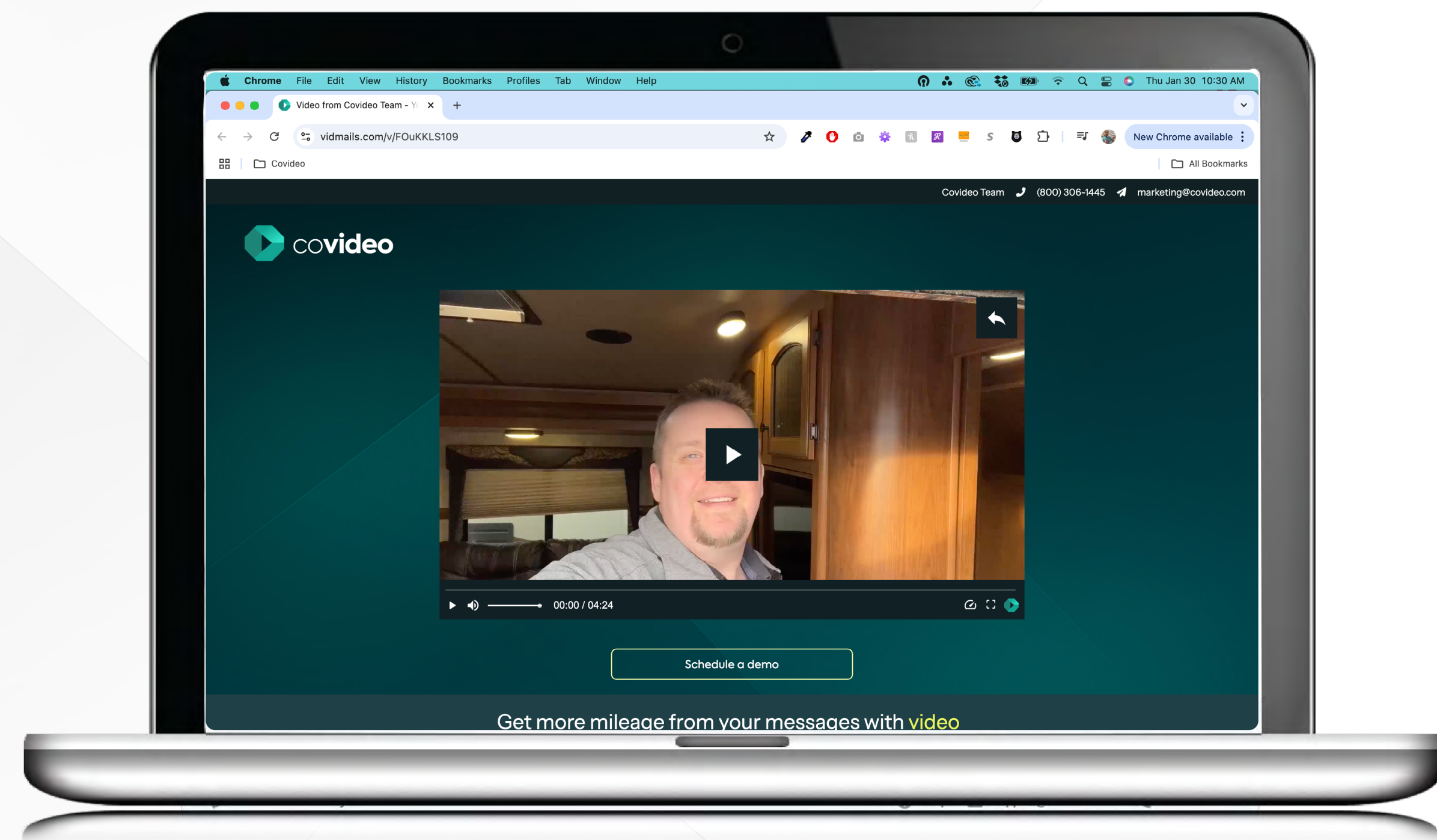
Show off key features and details of a vehicle that customers can experience from anywhere.

Vehicle walkarounds are one of the best ways to use video to show off a car, boat, RV, motorcycle, or other vehicle for sale. We've covered that getting people in the door of your dealership is key, but vehicle walkarounds give your customers a glimpse of the vehicle that they can experience from anywhere—and it can be key to closing a sale.

Here are our best tips for vehicle walkarounds:

- **If you're recording with a phone, turn it sideways!** Horizontal videos allow you to show more of the vehicle.
- **Personalize the video with your customer's name**, and introduce yourself and your dealership.
- **Start with the camera facing you in the introduction**, and then swap to the camera facing the vehicle to start a walkaround.
- **Point out key details on the outside of the vehicle.** If the vehicle is preowned, show any wear or damage.
- **Show the outside of the vehicle first**, and then open the door and follow up with the interior, if applicable.
- **Sit in the driver's seat to show off their potential view!** This helps the buyer visualize the experience.
- **At the end, turn the camera back to you** and offer a call to action so the customer has next steps to consider.

Click video below to view a message from the Covideo team.



5. Set Appointment Reminders

Increase show rates and seal the deal by using video before and after buyer appointments.

Send video reminders for upcoming appointments to help increase show rate and provide necessary details. Make the customer feel the dealership is anticipating and preparing for their arrival with a personalized experience. It's much easier for a customer to forget about or ignore an appointment when they don't see the human on the other side of the screen.

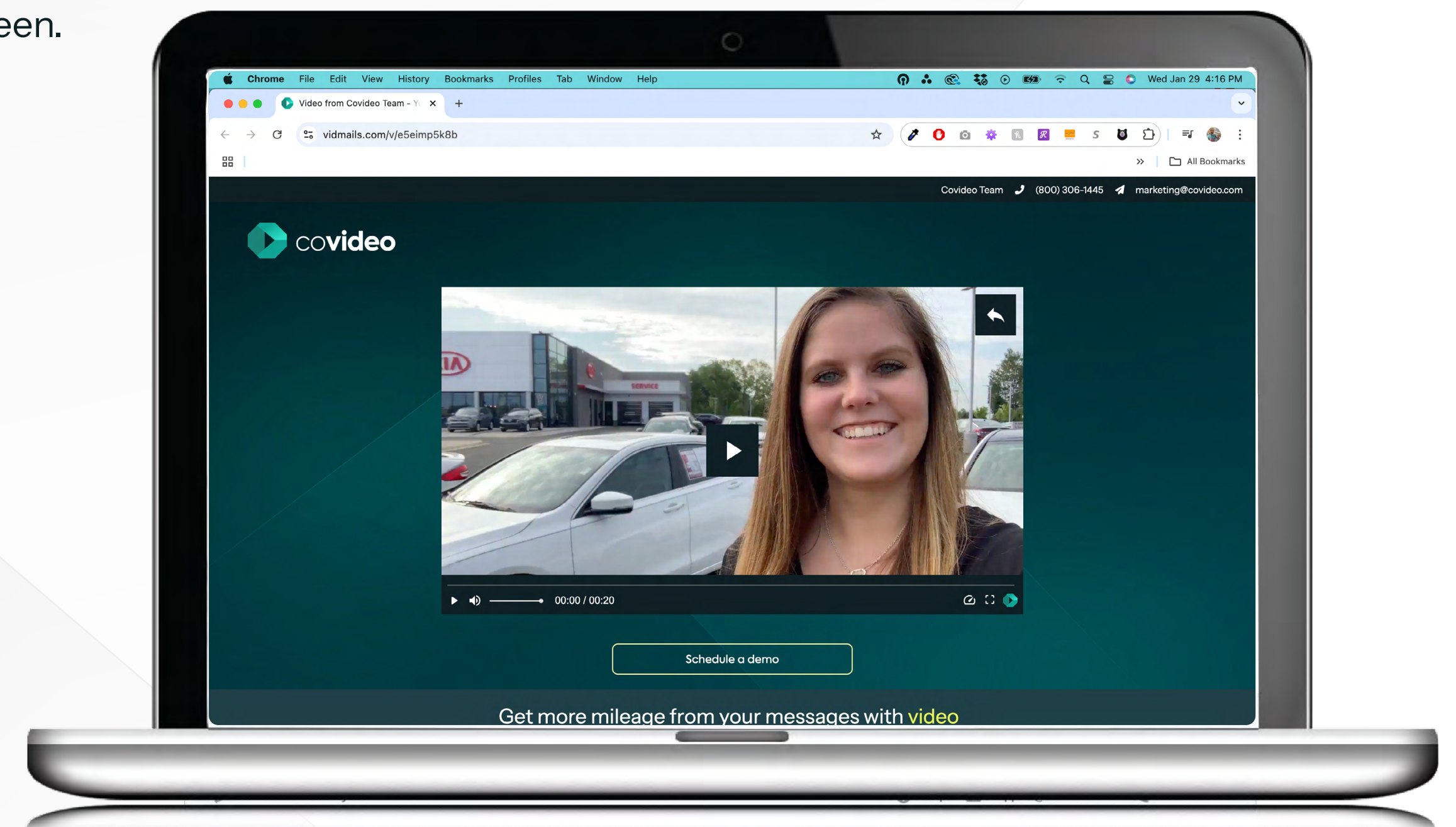
Before an Appointment

Send a video reminding your customer of the time and purpose of the appointment. Whether it's to see a new car or conduct routine maintenance, you can give a clear idea of what to expect. Make the video short, but be specific: tell them where to park, where to enter the dealership, and who to ask for.

After an Appointment

After an appointment, send a video with any necessary follow up which may include the price of the vehicle or service, anything you covered during your meeting, and any next steps. Finish strong by sending buyers a personalized thank you message after a deal is complete and create an opportunity to ask for reviews and referrals.

Click video below to view a message from the Covideo team.



6. **Follow Up** on Unsold Units

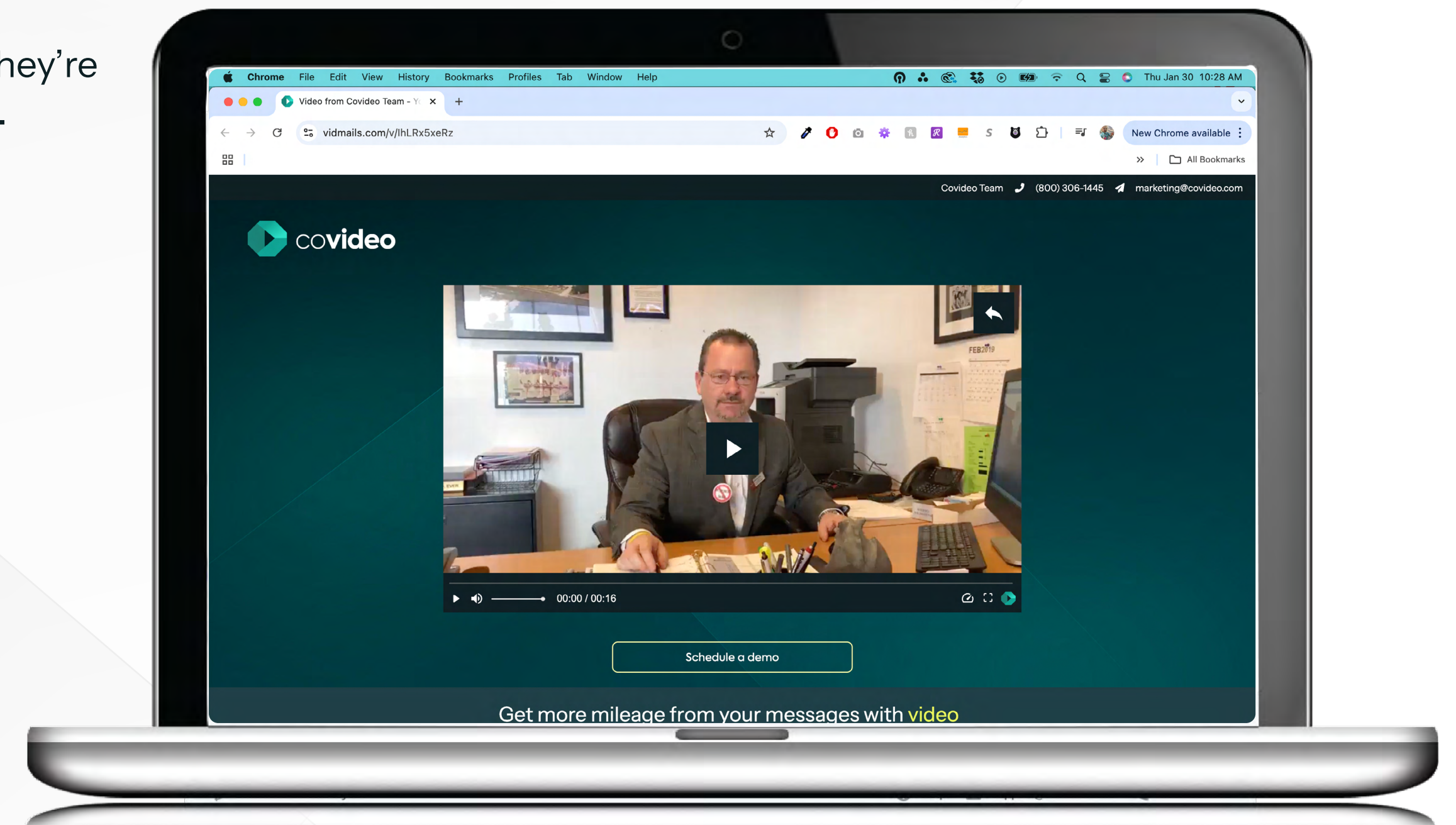
When a customer visits without making a purchase, bring them back into the fold with effective follow up.

It's common for customers to shop around. Sometimes, they'll visit your lot or showroom without purchasing a vehicle, and you need to act fast to capture their attention. Video is a great tool for follow up on unsold vehicles.

In an unsold follow-up video, you can remind a buyer that you're here for them when they're ready to make a purchase, leave your contact information, and thank them for visiting.

According to Auto News, buyers visited **twice as many dealerships** during their search in 2022 than they did in 2021. Your customers are open to exploring their options!

Click video below to view a message from the Covideo team.



7. Say Thank You After Purchase

Show your gratitude, build relationships over time, and request referrals and reviews from happy customers.

Relationship building is perhaps the most key element of a successful sales strategy. Your relationship with a customer doesn't stop with the sale—that's only the beginning! It's important to plan out a rhythm for communication to keep customers engaged to increase their loyalty over time.

One strategic way to use video is to send thank yous. In addition to expressing gratitude for their support, you can ask customers for testimonials or reviews. You can also share incentives for them to refer family and friends to your business.

Planning Follow Up After a Sale

- Thank your buyer for their purchase
- Share any need-to-know information about their new vehicle
- Offer them special deals or monetary incentives to refer new customers
- Request a review of your dealership
- Set up any reminders for future communication in your system (routine maintenance reminders, customer birthdays, etc.)
- Ensure your new customer is signed up for marketing materials



Collecting Video Testimonials: Covideo's video reply feature allows you to collect video testimonials without your client having to be on site. Simply send a video to your buyer asking if they'd be willing to record a short testimonial highlighting their experience with your dealership. At the end of your video, a "reply with video" button will appear, and your customer can instantly record and send a Covideo back to you.

8. Handoff from Sales to Service

Enhance customer satisfaction by incorporating video into your service and repair process.

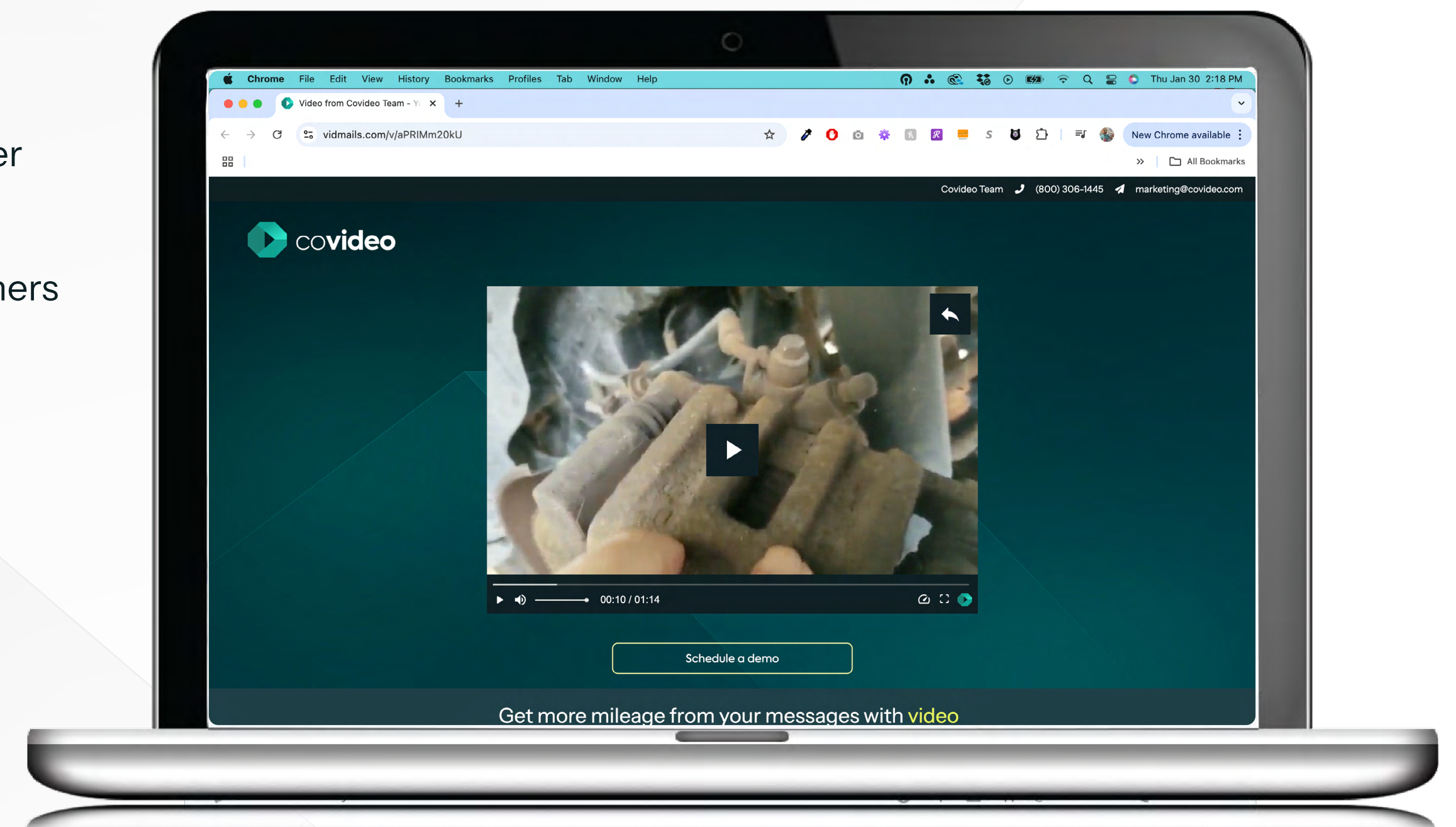
Repairs and routine service are an inevitable part of vehicle ownership. Video is a great way to communicate repair suggestions, connect customers to technicians, and build loyalty over time so you keep revenue from maintenance on their vehicles in your pocket.

Use video for service to:

- Remind customers of routine maintenance needs, repairs needed for recalls, or other vehicle care needs
- Walk around a vehicle and transparently explain repair recommendations to customers
- Provide quotes for recommended repair order line items
- Allow customers to review the video and approve or reject recommended repairs

A Cox Automotive study found **70% of vehicle consumers who purchased or leased from a dealer did not return for service over the next year**—the equivalent to \$266 billion in annual lost revenue across all franchise dealers.

Click video below to view a message from the Covieo team.



9. Offer **Trainings and Demonstrations**

Keep your employees and customers in the know with video messaging, screen sharing, and technology updates.

Video is a key tool for training and demonstrations. It can save you time by allowing you to record once and share infinitely, and it can help you connect with both dealership salespeople and potential customers. You can also share original equipment manufacturer (OEM) videos directly with customers to help them better understand vehicle features.

For Internal Communications

- Welcome salespeople with a training video you can use over and over
- Walk salespeople through how to use key software and technology at your dealership
- Save your team time by creating update videos in place of tedious meetings

For Customer Communications

- Record videos showing off a new vehicle that you can reuse as needed
- Walk customers through all the special features of their vehicle, like how to use a new satellite radio or adjust the seats
- Demonstrate how to determine when a vehicle needs routine service or maintenance



Use a screen recording tool when training your internal team on specific software or applications to increase understanding and retention of the material.

Top Tips for Video Messaging Success

1. Don't send videos as attachments. Videos are generally large files that could appear suspicious or will be flagged and sent straight to the spam folder. Instead, use a video messaging platform or host the video and include a link in the email.

2. Include a clickable video thumbnail or animated GIF. Consumers are rightly wary of clicking on raw URLs and unknown links in emails. Instead, include a clickable thumbnail or animated GIF from the video and hyperlink it to where the video is hosted. This identifies the video for the recipient and makes for a more engaging email.

3. Add the word "video" to your subject line. Including the word "video" in the email subject line can help increase open rate by 19%. The subject line can even be personalized, such as "(Dealership name) video for (Customer name)."

4. Look at the camera when recording. When recording videos, the salesperson should fix their eyes on the camera of the computer or mobile device. This creates direct eye contact with the customer.

5. Work with the basics. Use the built-in webcams on a laptop or mobile device. Leave the fancy equipment and hefty budgets for marketing videos. Apps like Covideo make it extra easy to record and send high quality videos.

6. Keep it short. Most personalized videos should be around 30-45 seconds to make an impact while holding the attention of your viewer.

7. Capture all necessary content in the frame. If the video includes a vehicle, make sure to film in landscape for a wider angle. If it is just a salesperson talking, portrait mode is a great option.

8. Check your lighting. Before recording, find a well-lit location—ideally facing natural light or a ring light. Be sure there is no harsh light behind you to avoid shadows on your face.

9. Consider your setting. It's best to record in front of an uncluttered, neutral background without any noises or distractions. Check out your environment before you hit record!

Top Tips for Video Messaging Success

10. Don't forget to smile. Smiling makes a person appear friendly, trustworthy, and approachable, and it also helps the speaker set the right tone in their voice.

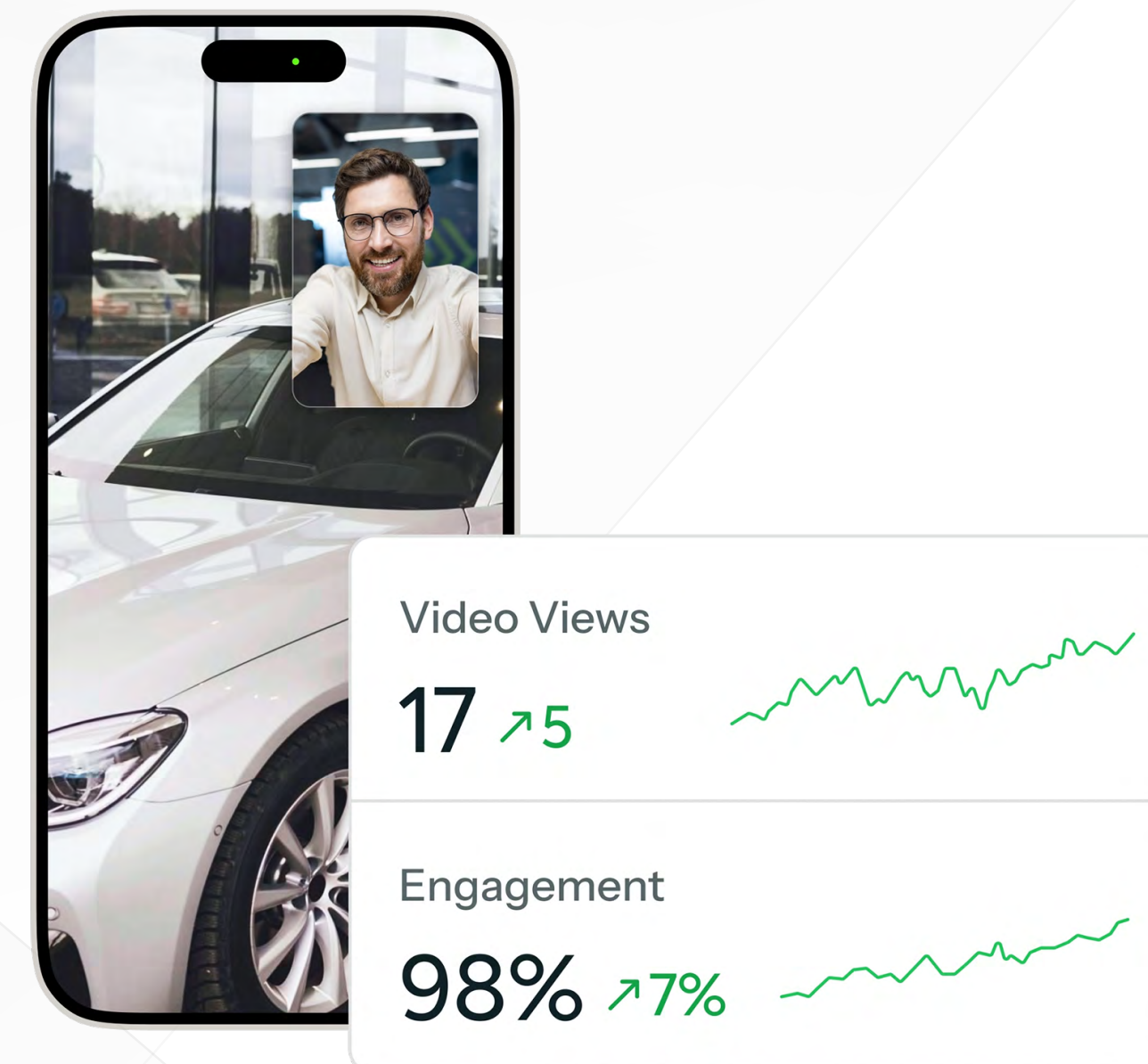
11. Add lots of personalization. The message should be specific and relevant to the individual receiving it. Reference the customer by their name and their unique situation, and cover any questions they asked. You can even hold up a whiteboard with their name so it shows up in the video thumbnail.

12. Ditch the script. Using a starting script can be helpful, but reading word for word sounds rehearsed and impersonal. Instead, try delivering messages off the cuff, so it's authentic and conversational.

13. Power through mistakes. Trying to get a perfect take will lead to lots of frustration and wasted time. Little imperfections show a person is human and relatable.

14. Include calls-to-action. Include clear next steps at the end of the video to encourage actions.

15. Maintain engagement. Discuss noteworthy information in a relevant amount of time. Aim to keep video vehicle walkarounds to less than two minutes and non-walk around videos to less than one minute.



Video Scripts

Not sure where to get started? Here is our three-part formula for creating the ultimate video script:

1. Include personalization (their name, your name, your dealership, etc.)
2. Explain why you're reaching out (include a purpose/hook and the trigger for why you're contacting them)
3. Give a specific call-to-action (next steps for them to take)

Remember: the message isn't changing from what you would usually say over the phone or email—only the medium is changing.

We have already done the work for you by creating some commonly used scripts for dealerships. Check out some of our video scripts below, which you can customize to your dealership.

Internet Lead First Quality Response (FQR)

“Hi (lead name)! My name is (name) and I'm the (title) here at (dealership).

I received your inquiry about (vehicle name/type) and wanted to take a moment to introduce myself and put a face and a name with the person who will be assisting you.

Please contact me at (phone number) so that we can talk more about your needs and schedule some time for you to come into the dealership. I look forward to earning your business.”



Click here to watch the
First Quality Response video!

Video Scripts

After-Hours Autoresponder

“Hello! I’m (name). Thanks for contacting us here at (dealership name). You have reached us after hours. One of our sales consultants will be in touch with you as soon as we return. We are looking forward to helping you with your (vehicle/boat/RV/etc.) purchase.”



Click here to watch the **After-Hours Autoresponder** video!

Show Follow Up

“Hi (lead name)! (Name) here from (dealership).”

It was a pleasure speaking with you at the (type of vehicle) show. I’m looking forward to helping you find the perfect (vehicle) to fit your needs.

I’ll reach out again shortly, but if you have any questions or need anything in the meantime, you can call me at (cell phone number). I have included all my contact information on this page.

Thanks again for visiting us at the show. I look forward to speaking with you again soon!”



Click here to watch the **Show Follow Up** video!

Video Scripts

Vehicle Walkaround

“Hi (lead name). This is (name) with (dealership name). Thank you for your interest in (vehicle make and model). I have it pulled up here so we can take a look at it together! First you have (describe any exterior features and/or point out wear or damage). Here’s a look at the other side. If we hop inside, here is your view from the driver’s seat. As you can see, (describe any interior features). I look forward to seeing you today at (appointment time). Please contact me if you have any questions!”



[Click here](#) to watch the **Vehicle Walkaround** video!

Appointment Confirmation

“Hello (lead name). I’m reaching out to confirm your appointment on (appointment date and time) at (dealership) to check out (vehicle name(s)/our inventory). We have it all gassed up and waiting for you! If you have any questions beforehand, feel free to call us. We can’t wait to see you!”



[Click here](#) to watch the **Appointment Confirmation** video!

Video Scripts

Unsold Showroom Visit

“Hello, this is (name), (title) here at (dealership). I wanted to take the time to send you a video. Thank you for your recent visit to our store. You are in great hands with your sales representative. If there is anything I can do to help make your purchasing process easier, do not hesitate to reach out. We are here for you and look forward to helping you in your search for your perfect vehicle.”



[Click here](#) to watch the **Unsold Showroom Visit** video!

Sold Vehicle Thank You

“Hello, this is (name), the (title) at (dealership). I wanted to take a moment to send you this video, personally thank you for your business, and congratulate you on the purchase of your new vehicle! I hope you had a great experience while you were here. We will continue to take excellent care of you and your vehicle when you return for service. Have a great day and, again, thank you for your business.”



[Click here](#) to watch the **Sold Vehicle Thank You** video!

Video Scripts

Customer Referrals

“Hi, it’s (name) again. I wanted to see how everything is going with your new vehicle and if there is anything else I can do for you. I am interested in a long-lasting relationship, so don’t hesitate to contact me with any questions or needs. I am also interested in providing your friends and family with the same dedication. So, if you know anyone in the market for a new vehicle, please send them my way. If they buy from me, I will send you (dollar amount) to show my appreciation. Thank you for your business and the opportunity to help you and your loved ones.”



[Click here to watch the Customer Referrals video!](#)

Intro to Service Department After Sale

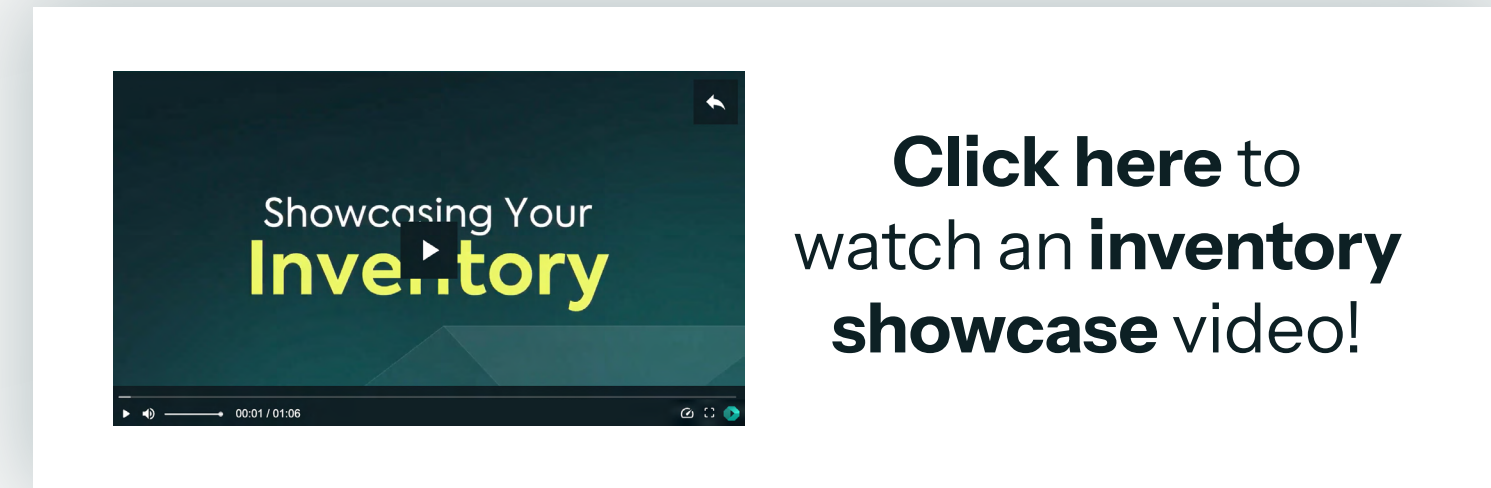
“Hi, my name is (name), and I am the service director here at (dealership). I wanted to introduce myself and let you know that your factory-trained service team is dedicated to providing you with the best experience possible. Please allow us to wow you with our quality service and take care of your vehicle needs during your years of ownership. We cannot wait to see you for your first regularly scheduled maintenance. Until then, drive safe and thank you for your business.”



[Click here to watch the Sales to Service video!](#)

Challenges and Solutions

We've been working with dealerships for many years, so we're familiar with some of the most common pain points salespeople face in this industry. Luckily, we also have experience addressing those challenges with the power of personalized video!

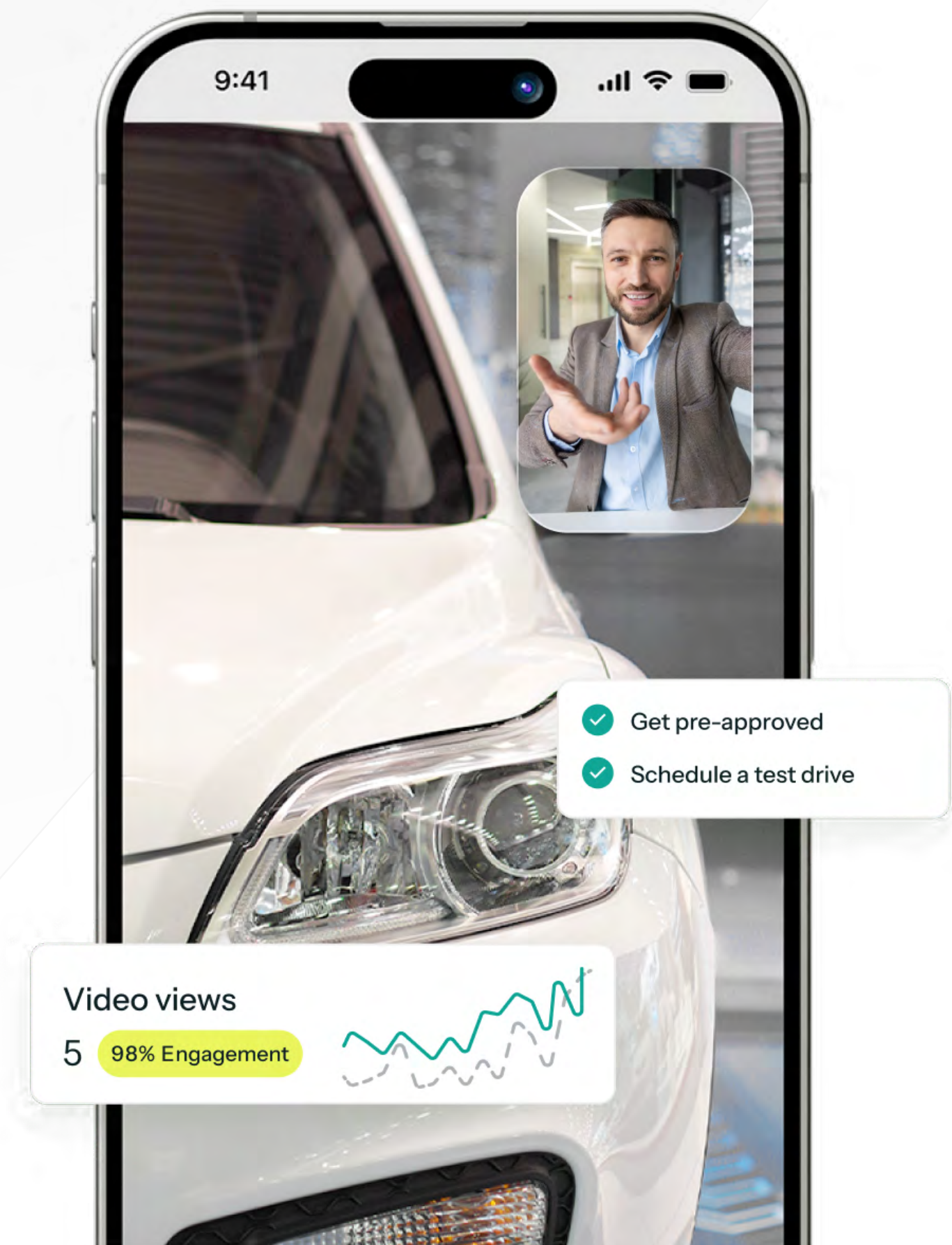


Challenge	Solution
You're getting ghosted when you reach out to customers who found you online.	Show your prospect there's a real person on the other side of the screen with personalized video. It's likely they have many dealership options in their area, and to get them in the door, you can use video to introduce yourself, show them the vehicle they're interested in, and set up next steps with just a minute of your time.
You have customers who generally know what they're looking for but can't commit to a specific vehicle.	Have you considered an inventory showcase? If your customer is open to options (for example, they know they need a truck for work or a boat of a certain size), bring video to the lot to show off your options. Seeing your inventory can entice buyers to get in the door and further explore the purchase of a specific vehicle.
You're getting plenty of sales but few repeat customers or referrals.	Use video to request referrals or testimonials. Offer incentives if possible, and always thank customers for their business and check in after purchases, appointments, and other visits. Once you integrate video into your sales cycle, you can use it easily to touch base with past customers and request their feedback, which can make you a better salesperson and show you value their business.
Your customers are not returning for routine maintenance/repairs or they're going elsewhere.	Dealerships, auto shops, and other service providers can easily lose out on revenue from routine maintenance or repairs because they have not gained customer trust. (Plus, customers are much more likely to seek repairs in an emergency rather than staying on top of the continual maintenance of their car.) Video takes the mystery out of service by showing customers exactly what is happening in their vehicle and taking time to explain options and costs. It can also be a great way to remind of routine maintenance needs like oil changes which will save owners stress and costly breakdowns in the future.
You have a small staff, and it's hard to keep up with customer communication and outreach.	Personalized video is important, fast, and easy, but there are ways to make it even more efficient. Prepare scripts salespeople can adapt so they never have to spend a long time considering what to say. Set up automated reminders for customers due for service or a year out from their purchase to check in. You should prioritize personalized communication, but having canned videos your team can use over and over is also important. Adding in automation can save time and bring lost customers back into the fold.

Top 3 Mistakes to Avoid

Creating video messaging for customers is not difficult; however, there are three mistakes that dealerships commonly make:

- 1. Recording and re-recording videos to get the perfect take.** Personalized video messages aren't meant to be sleek and sexy marketing videos. They should be authentic, real, and off-the-cuff. This makes the videos more relatable and approachable, so the recipient can get a genuine sense of the salesperson and the dealership. Trying to get a perfect take usually results in the recording sounding scripted and robotic instead of honest and transparent. Trying to get the perfect take also eats up valuable time, causes frustration, and can discourage salespeople from continuing to use video in their process.
- 2. Not making it personalized.** Some salespeople will be tempted to take a shortcut and just use one canned video over and over, instead of making it personalized for a specific customer. This approach completely defeats the entire purpose and power of video messaging. For those salespersons who have a ton of messages to churn out, it is possible to use a canned video as part of the message for situations that come up frequently, but it should be combined with a personalized introduction using the recipient's name or references to their unique situation.
- 3. Inconsistency.** Like any good habit, sending personalized videos should be done consistently as part of a larger outreach strategy. Sending one video and giving up isn't going to cut it. Video should be a daily practice, which will help a dealership's salesforce improve its skills and yield positive results.



Advanced Video Tools

Increasing Engagement

Once you've mastered the best practices of creating and sending personalized videos, it's time to make your recordings even more engaging. Here are a few of the tools we offer at Covideo that you can use to take your videos to the next level.

- **Video reply** – Enable your contact to reply to your video with a video of their own
- **Reactions** – Allow viewers to respond to different parts of your video with emojis
- **Comments** – Contacts can respond to videos by typing in their own questions and comments
- **Customized CTAs** – Viewers can click customized links on your video or landing page
- **Annotations** – Include images, links, or words that appear directly over the top of your video

Polishing Your Videos

You can use various editing tools to make your video the best it can be. Here are a few of the most helpful and most popular tools we recommend you familiarize yourself with to have the greatest impact.

- **Trim** – Edit out the beginning or end of a video to cut to the most important parts
- **Merge** – Combine multiple videos together to cover multiple topics
- **Virtual backgrounds** – Personalize the look of your videos by replacing your background with a custom image
- **Video voiceover** – Record a voiceover that you can add over the top of a video, like a vehicle walkaround
- **Chapters** – Breakup long videos (like trainings or demonstrations) into titled sections the viewer can jump between

Final Thoughts

Video has become one of the most powerful tools for marketing and selling vehicles. The great news is you don't need fancy equipment, a full-time videographer, or expensive editing software to get started. You can begin incorporating video into your sales and communication process today and begin to see the results for yourself. After all, your customers love video!

- **40% of auto shoppers** said video helped them discover a vehicle they weren't aware of or considering
- **59% of consumers** prefer watching a video about a product over text
- **The watch time of test drive videos on YouTube has grown by more than 65%** during the past two years
- **72% of customers prefer video** to reading text when researching their next vehicle purchase

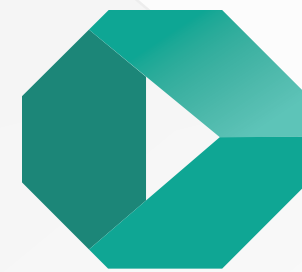
Combining the power of video with the effectiveness of personalization is an unbeatable approach that has the potential to significantly impact a dealership's ability to reach customers in meaningful ways that will increase both long- and short-term revenues.

For more information and examples of video messaging, check out the **Covideo YouTube channel**.

Or, maybe you're ready to dive in and access all the best tools to record, send, and track personalized videos. Covideo is the #1 trusted personalized video software used by dealers across the country. Chat with our experts to start transforming your sales, service, or automation process with video.

Contact Us **Today!**

Talk to a video expert



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