

Blogging For Used Car Sales

8 Tips And Techniques

By Jason Lancaster

For all of those dealers who wonder if blogging works, the answer is a resounding, "YES!"

In 2008, ComScore reported that blogs were read by more than 77 million Americans which totals nearly half of all U.S. Internet users. Consumers have officially embraced blogs as a credible resource for information on products and services. In contrast to a static website, blogs are perfect venues for establishing an ongoing dialogue with your target audience by referencing current events and opportunities. Blogs also direct traffic back to your website. *The question isn't if you should be blogging, it's knowing how to use a blog to generate sales.*

Here's how auto dealers can make blogs work for them:

1) Stay away from free blogs.

Blogs hosted for free by outside companies are easy to set up, but they usually aren't trusted by consumers due to the prolific spam found on these sites. Besides, one of the biggest benefits to blogging on your own website is all the free visitors you'll get from the search engines. Therefore, a self-hosted blog (that you setup on your own site) is the best way to go.

2) Focus on readers and search engines. Your blog posts should be fun, interesting, and informative and search engine optimized. Search engine optimized blog posts will result in free visitors from search engines as opposed to visitors you pay for when you place online, click-through ads. And, it will help you earn a quick return on your blog investment.

3) Blog like a pro. There are formatting techniques that the professionals use. For instance, blogs work best when they're frequent and consistent – write at least one post per week and more often is better. Every blog post needs at least one

photo. Make your blog posts easy to skim is a best practice because most people don't read from start to finish. Finish a blog post with a question for your readers and you'll be amazed at the response.

4) Use make, model and locality in your blog titles. If you specialize in used Cadillacs and your dealership is in Reno, a blog post titled "5 Reasons to Drive A Used Cadillac in Reno" is a smart headline. This could be a serious post with reasons like "great resale value" and "low theft rates," or it could be a fun post with reasons like "Nevadan's love leather" and

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"no one will take you seriously if you drive a Toyota." The key is that the blog post title must be very search engine friendly. A Reno used Cadillac dealer wants people searching for "used Cadillac Reno" to find his website.


5) Write blog posts with specific, local car buying tips. Do you specialize in selling used 4x4s in Denver? Writing a blog post that explains how to test a transfer case on a used 4x4 that includes your locality. "Attention Denver - How To Test A Used 4x4 Transfer Case," is a good tactic for gaining free visitors from search engines. Similar search engine friendly blog post titles might be "Boston Used Cars and Salt Etching - How To Spot The Spots" and "What To Know Before Buying a Used BMW in Biloxi."

6) Hire a writer. Spend your time

running your business and let a blog writer worry about grammar, sentence structure and spelling. An experienced professional blogger will write excellent posts for \$40 to \$50 each that will generate search engine traffic.

7) Blogs aren't advertising. Blogs should be interesting and informative, so it's bad practice to constantly blog about "the next big sale" or your "best price guarantee." A good rule of thumb is to keep it conversational. Since most of us wouldn't sit down at a dinner party with friends and family and say, "We Have the Cleanest Used Cars in California," we shouldn't say that in our blog posts either.

8) Work with an experienced business blog developer. The difference between a professionally developed blog and one built by an amateur is a lot like the difference between a car that's been professionally detailed and one that was cleaned by a lot tech. While a lot tech can clean a car, the professional detailer will make you more gross profit in the long run. When choosing a blog developer, ask to see examples of successful blogs that they have developed as well as some blog visitor statistics.

If you follow this advice, you will see a boost in visitors to your dealership website, build trust and respect with potential customers, and establish your dealership as an online resource. If you're not blogging already, now is the time to get started. 

Jason Lancaster is an internet marketing expert and an established blogger who has captured a loyal following as well as the attention of national media. He's the founder of Spork Marketing, a results-driven, internet marketing company. To comment on this article, contact Jason at www.sporkmarketing.com.

