

Digital Branding **Web Properties**

OBJECTIVE

This presentation will assess the current implementation of the Sonic Automotive brand throughout existing website properties, looking for areas of strength and weakness. We will provide a clear strategy to effectively represent the Sonic Automotive brand with recommendations and practical solutions.

TownandCountryToyota.com will be used as the main example throughout this presentation.

PHOTOGRAPHY + ART

Photography and artwork is one of the biggest opportunities currently not being utilized to fully incorporate the Sonic Automotive brand. Using consistent brand specific photography throughout the website will create a sense of unification and visually reinforce the ideas that define the Sonic Automotive brand. Aside from brand recognition, studies have shown that photography significantly increases user engagement and sales. This is most important on pages looking for conversions eg. finance, service.

The use of photography has shown a

48% Increase in conversions

SOURCE: vwo.com/blog/human-landing-page-increase-conversion-rate/



VIDEO

Alongside photography, we highly recommend using video content throughout the site. On pages that need to convey a large amount of information, video is not only more digestible to the user, but increases their overall engagement with the content. As well as being a great tool for increasing engagement, using video can help bolster the Sonic Automotive brand presence on the website. Any videos used can be tagged with verbiage and imagery from the brand message.

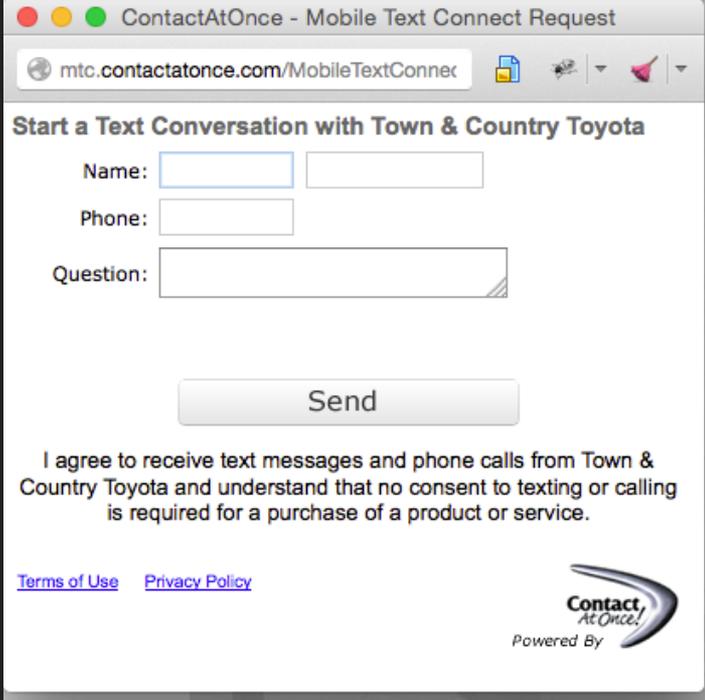
**Adding a video to an
existing landing page
upped conversions** **86%**

SOURCE: <http://goanimate.com/video-maker-tips/videos-help-landing-page-conversion/>



TEXT DEALER FEATURE

In the current form, the text dealer feature feels very impersonal and is counter to the brand message. This feature should be written around the premise of contacting your experience guide, and feature artwork of an employee to give a personal touch. There is nothing about this window that supports the idea of shopping with one experience guide.



ContactAtOnce - Mobile Text Connect Request

mtc.contactatonce.com/MobileTextConnect

Start a Text Conversation with Town & Country Toyota

Name:

Phone:

Question:

I agree to receive text messages and phone calls from Town & Country Toyota and understand that no consent to texting or calling is required for a purchase of a product or service.

[Terms of Use](#) [Privacy Policy](#)

Powered By 

Text Dealer

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CHECK AVAILABILITY

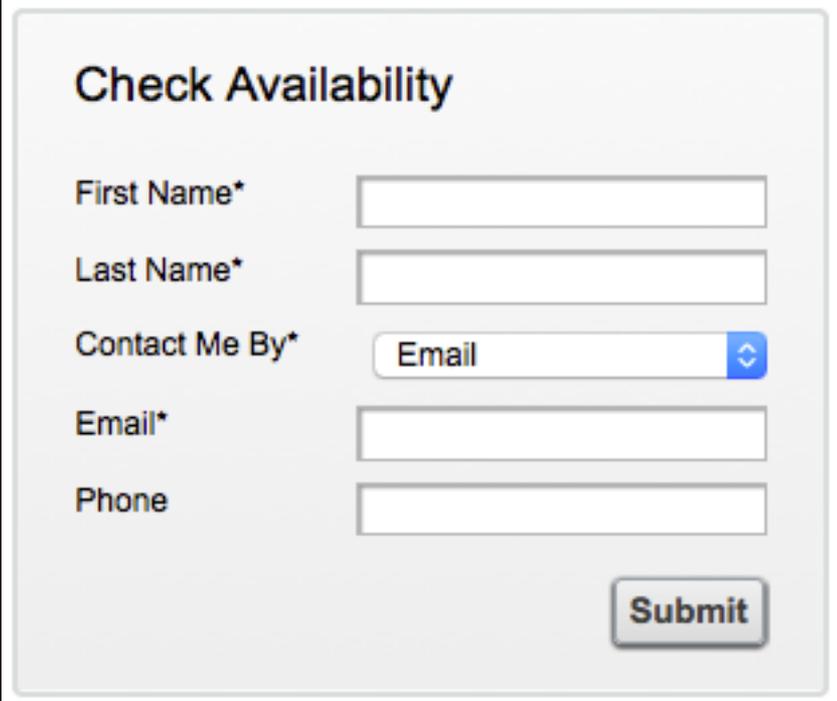
Currently the form on all VDPs has a very generic, non-inviting call to action. To fit the Sonic Automotive brand this form should feel personal and give a compelling reason for a customer to fill out the form. The “Check Availability” header does create a sense of urgency, but in a negative way, implying the vehicle may not actually be available. An ideal call to action should show purpose, create urgency but in a positive manner. There are many ways to do this, here are a couple of suggestions:

Want to see this vehicle in person?

[Get behind the wheel]

Like this vehicle?

[See it today]



Check Availability

First Name*

Last Name*

Contact Me By*

Email*

Phone

Submit

VDP COPY

Another opportunity for incorporating the Sonic Automotive brand is in the copy written for each vehicle on the vehicle detail pages. Currently the copy seems to be generic pulled from other sources. Writing custom copy for each vehicle is beneficial for several reasons.

The first is the SEO value this content has. Copy written for this specific vehicle gives the page significantly more value for search engines. Copying and pasting text from other sources on the internet means your VDP is now competing with those sources.

Secondly, custom written copy guides the sales process along, helping a potential customer make a connection with the vehicle they are looking at. Just like a customer on the lot, you want to guide them to THE car they want to purchase and make a connection with it.

Lastly, writing custom copy for each VDP let's us incorporate more of the Sonic Automotive branding message. As well as providing information on the specific vehicle a customer is interested in, we can show the value of the Sonic Automotive Experience.

POP UP AD

With a message that states this is “life after dealerships”, it is vital that the website really stand out and differ from typical dealer websites. The statement that Sonic has removed all the pain points of car shopping should carry over not just in the real world, but the online shopping experience too. With this in mind, pop-ups should never be used on any Sonic Automotive website. Even with useful offers, pop up ads are still annoying and intrusive.

They are very typical of most dealership websites and are widely considered a pain point of shopping for cars online. There should be nothing gimmicky about the website experience with Sonic Automotive stores.



HOME PAGE SEARCH

The screenshot shows the homepage of Town and Country Toyota, a Sonic Automotive experience. The top navigation bar includes a home icon, menu items for New, Used, Certified, Trade, Specials, Finance, Service, Parts, and About, and a search bar with the placeholder text "Enter Make, Model, Type, etc." and a Search button. Below the navigation bar, there is a "Search Vehicles*" section with a search input field, a dropdown menu for "All Conditions", a dropdown menu for "All Years", a dropdown menu for "All Makes", and a Search button. To the right of the search section, there is a promotional banner for "WELCOME TO 1 A.D. THE ERA AFTER DEALERSHIPS" with the headline "It's Car Buying Built Around You" and a list of bullet points: "One non-commissioned person to guide you through the entire experience", "Transparent Pricing that eliminates the back and forth", "Streamlined process and limited paperwork that gets you in and out in an hour", and "Interactive trade appraisal process in which you are involved". The banner also includes a "THE REST OF THE STORY" link and a "SELECT BODY STYLE" dropdown menu.

One of the main points in the Sonic Automotive Experience message is delivering a pain-free shopping experience. However a major feature of the website goes against this goal. The homepage search is non-intuitive, inconsistent and very fragmented.

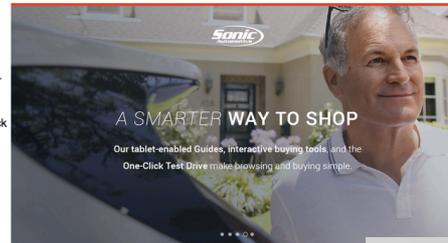
There are 3 separate search areas on the homepage, each offering only part of the what a fully useable search feature should. Site search is the starting point of a customer looking for a car at one of your dealerships. At this early stage it is essential a customer have the most streamlined, easy to use search process possible. The goal of the site search is to get a customer to the car they want quickly, and with confidence that they're finding exactly what they want.

SITE UI FONTS, COLORS & ART

We Love Our Customers

Whether you are purchasing a vehicle, servicing your car or looking for the perfect part, your satisfaction is our highest priority.

We are constantly striving to enhance our customer service, and your honest feedback is a vital part of that process.



Please tell other prospective customers about your experience with our dealership by leaving a review on one of the sites below. If you would prefer to speak to someone at the store, we can be reached at (855) 202-0662.

Thank you for being a valued customer.



Google, Edmunds and Yelp require an account to leave a review. Cars.com does not require an account.



Steps Get the full market value for your trade

Enter the make, model, options and year to get an estimated value online.

Black Book® is the independent service used every day to price trades.

Step 1 Describe your Trade-In

Year

Log Me In

Already registered?
Log in and manage your account.

Find Me

Returning customer? We can look you up.

Phone OR Confirmation code:

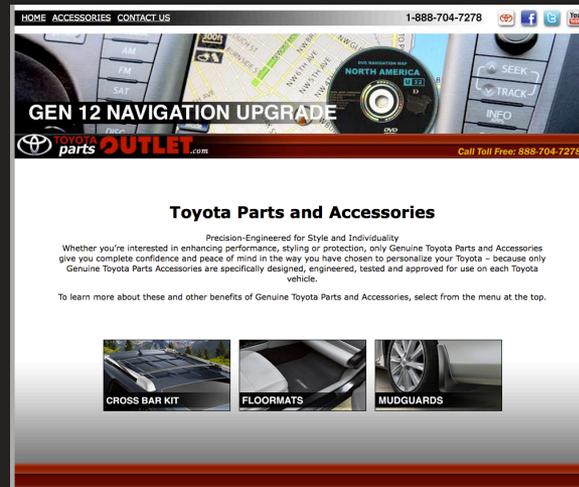
To edit or cancel an existing appointment, enter your confirmation code

Find Me >>

Live Chat

As part of the branding effort, all elements throughout the entire website should be consistent with Sonic guidelines. Any colors, fonts and artwork used should represent who Sonic is. Adding other colors and fonts serves only to detract and cheapen the Sonic Automotive brand. Buttons, text and plugins while only small items viewed alone, are a part of the entire website as a whole. Fine tuning all these interface elements will go a long way in reinforcing the brand and delivering a unified, online shopping experience.

OTHER WEB PROPERTIES



There are 2 links in the main navigation of the website that actually redirect off-site. They link to Town & Country Scion, and Toyota Parts Outlet. The Scion website features no Sonic Automotive branding elements and any user navigating to this page would be under the impression they are no longer shopping at a Sonic Automotive store. While off-brand this page does have some visual consistency with layout similar to the Toyota site.

The ToyotaPartsOutlet.com site however is in need of a full overhaul, or should be removed from the site navigation. Not only is the entire site off-brand, but it feels dated and gives the impression of being a small e-bay type store. With such a strong brand message it is vital that any affiliated web properties follow the strict Sonic Automotive brand guidelines.