



LBS WEBINAR SERIES

2nd

TUESDAY



FINISHING OFF 2018 ON A POSITIVE NOTE SELLING TO THE AUTO BUSINESS IN 2019

JOHN TKAC - LBS AUTO EXPERT AND FORMER AUTO DEALER

THIS WEBINAR WILL BEGIN AT 12:01 ET



On-Demand Broadcast Training
And Revenue Development That Works!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Training

“I love LBS because of the video commentary and training tools it has to offer. I have been in sales for 13 years and I have never seen a training site just like this.”
Joey Bigley - WLRB, WLMD, WKAI, WNLF, WMQZ, WJED - Macomb, Illinois



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Sales Ideas

"I've been selling over 25 years in radio and I look at LBS daily because it keeps me ahead of the game with timely new ideas. Yes, you can teach an 'old dog' new tricks and ideas to help clients" Ron Whitaker - KWEN, KJSR, KRAV, KRMG - Tulsa, Oklahoma



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Advertiser Intelligence

“I love LBS because the Advertiser Intelligence data provides me with information that allows me to speak intelligently with my clients about their business.”

Paula Bell - WVNI - Bloomington, Indiana



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ASK LBS

*"I love LBS because it is the place to go for ideas, information, help, and motivation."
Kimberly Likens - KFVS, WQWQ - Cape Girardeau, Missouri*



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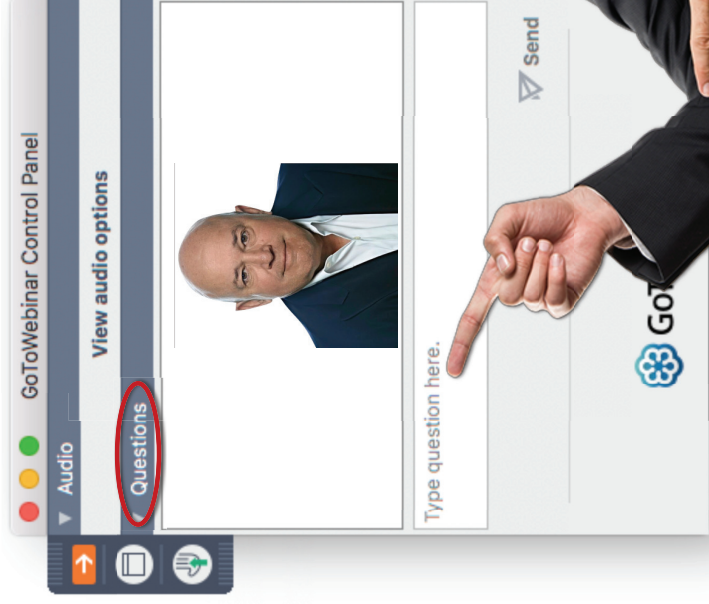
2nd Tuesday Webinars



“The webinar was really informative...I actually plan to re-watch it and take detailed notes since there was so much information.”

Joy Patten KFOR, KLMS, KZKX, KTGL, KIBZ, KFRX - Dignity - Lincoln, Nebraska

HAVE ANY QUESTIONS?





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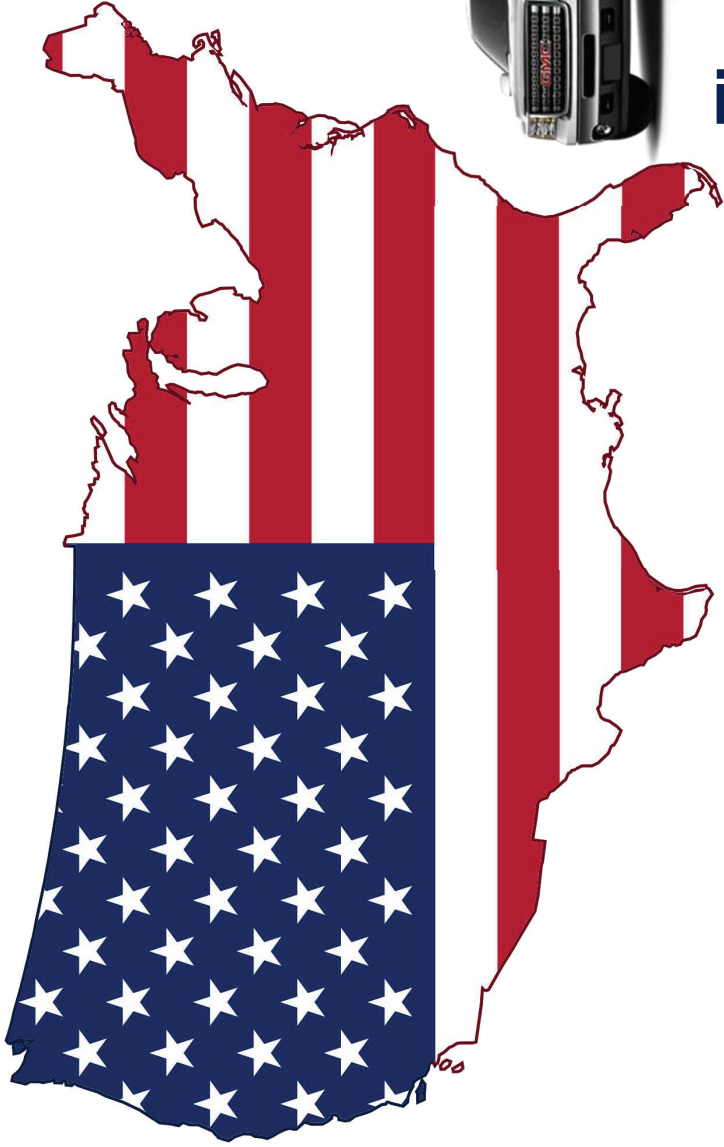
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There are now approximately

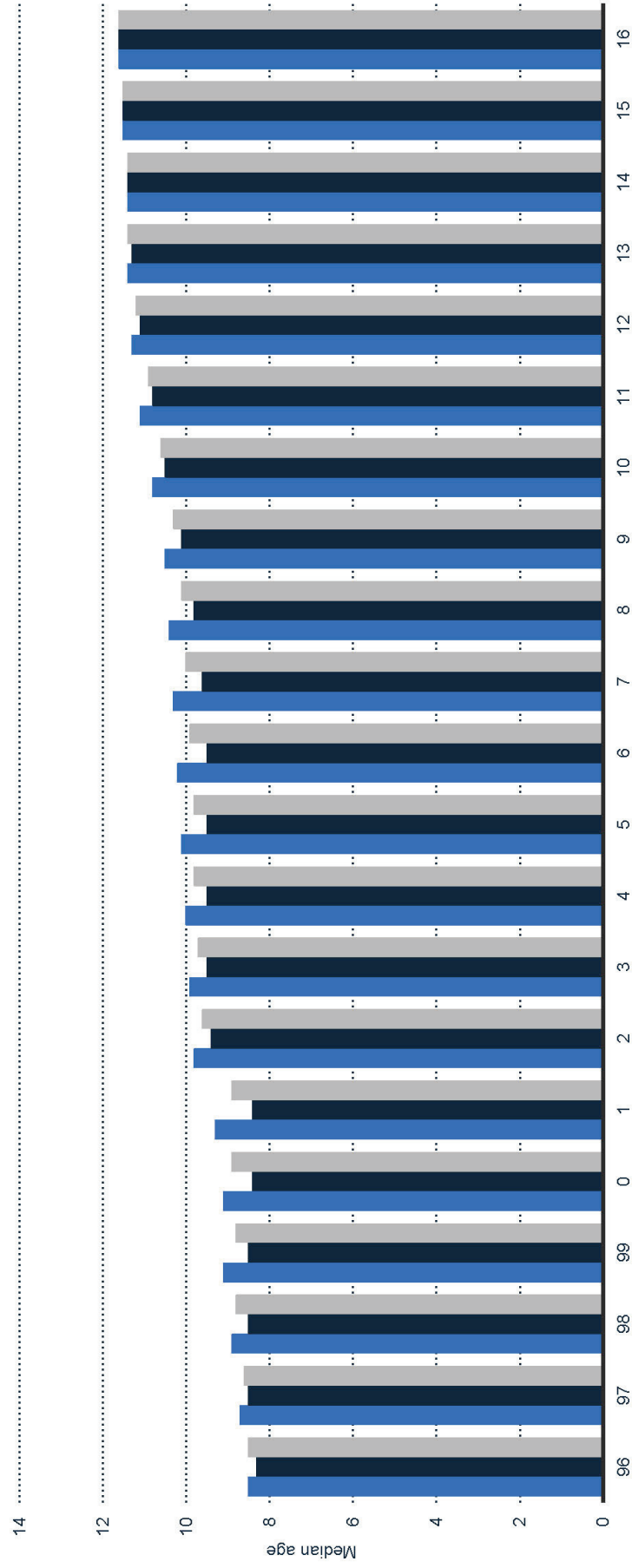
268,000,000

vehicles in the United States

Average age of light vehicles in operation in the U.S. from 1996 to 2016

Age of U.S. light vehicles 1996-2016

■ Passenger cars ■ Light trucks ■ All light vehicles



Note: United States
 Further information regarding this statistic can be found on [page 8](#).
 Source(s): RITA; IHS Markit; Polk & Co.; [ID:185198](#)



**There is plenty of pent
up demand!**

TOTAL SALES

2009	2014	2015	2016	2017	2018
10.43M	16.61M	17.47M	17.55M	17.24M	17.38M*

*Estimated 2018 Total Sales






TRUCK SALES








2015

2016

2017

	780,354
	600,544
	451,116




	820,799
	574,876
	489,418

	896,764
	585,864
	500,723



TRUCK SALES 2017



	896,764	In 2018 every month is better than 2017
	585,864	2018 is slightly better than 2017
	500,723	Ram has not kept pace with 2017

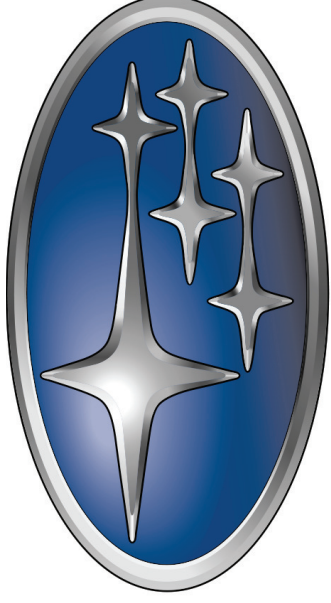


Audi **is Booming!**

For 2017 Audi sold **226,511** (up 7.7% from a year earlier)

Audi sold **82,716** in 2009










For 2018 Audi is on pace to be up **8%**!



SUBARU[®]

Subaru is the only manufacturer to have 11 straight years of sales increases. For 2018, Subaru will sell 650,000 vehicles in the US.

LUXURY BATTLE

2015		2016		2017	
	346,023		340,237		372,240
	344,601		331,174		305,685
	343,088		313,174		305,229

2017 Sales

	372,240	A little behind a year ago
	305,685	Well ahead a year ago
	305,229	Not keeping pace with a year ago



**Rebates!
Dealer Cash!
Interest Rates Deals!**

USED CARS

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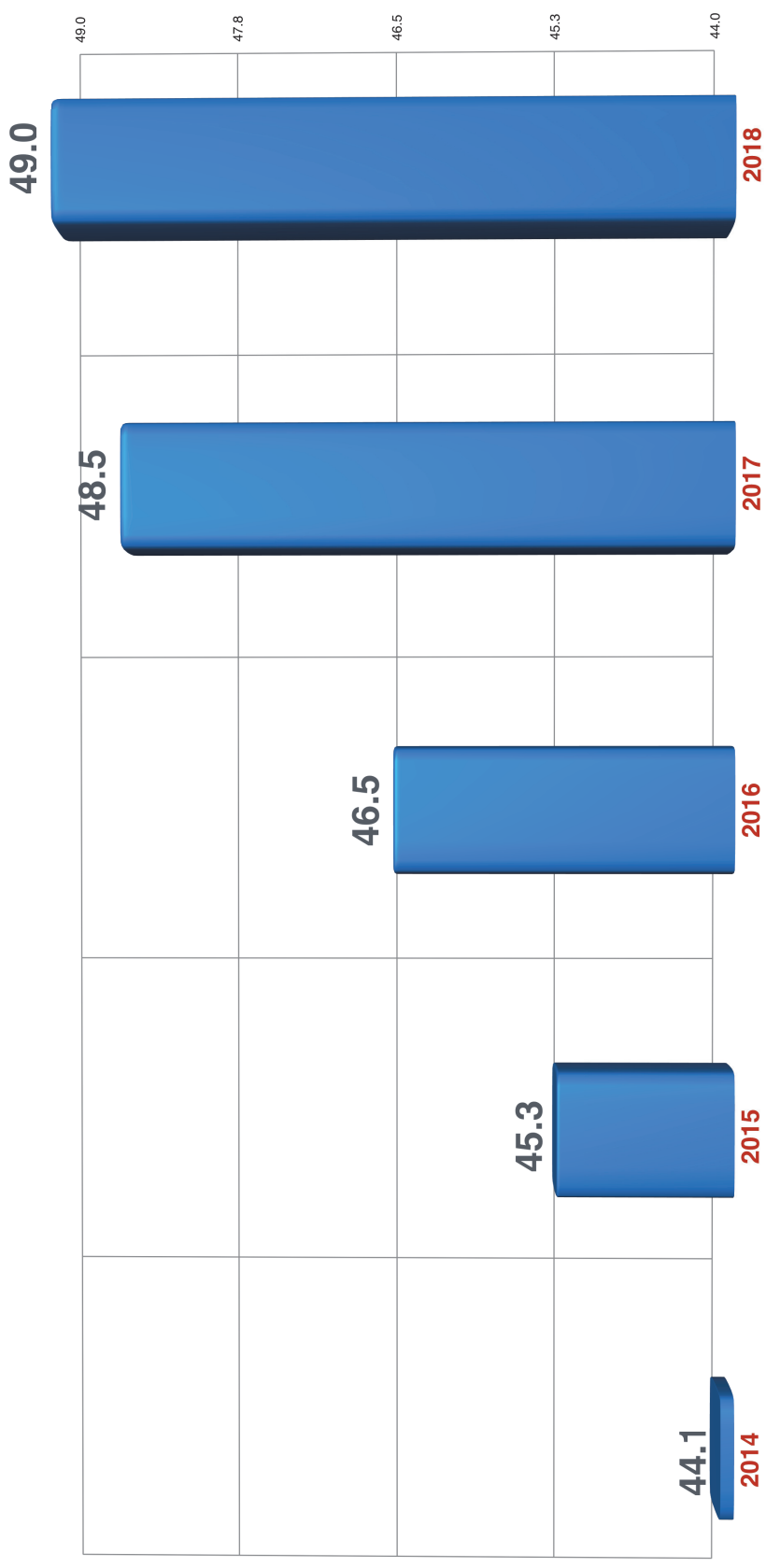
USED

USED CARS

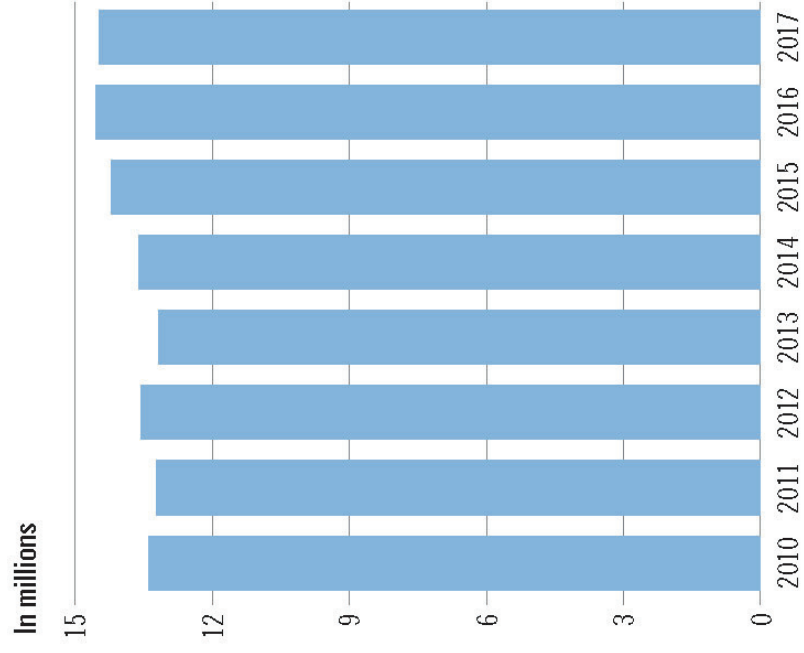
USED CARS

USED VEHICLE RETAIL SALES

Includes used franchise dealers and all independent dealers



Used-Vehicle Sales by New-Vehicle Dealerships, by Year



Source: NADA

Total used vehicles were up 4.1% in 2017

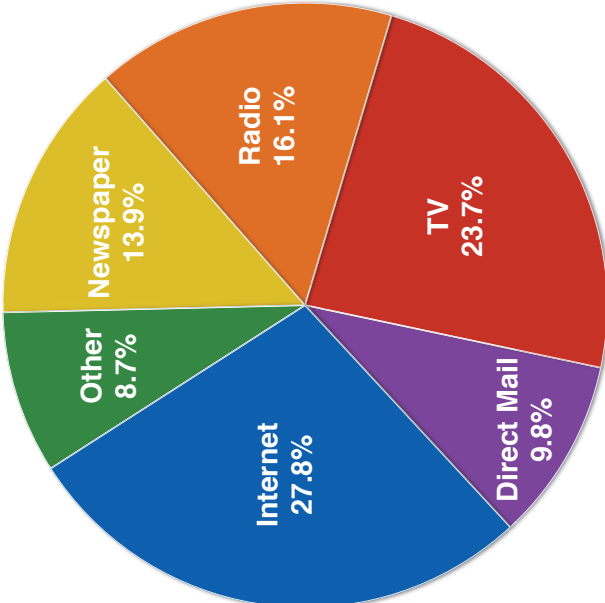
Total used vehicles were up 4.1% in 2017

For 2018 certified used vehicles will be over 3.1 million units

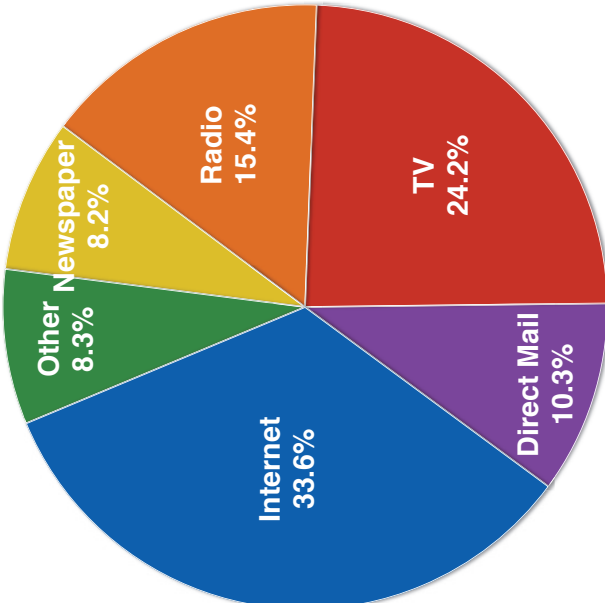


Advertising Expenditures by Medium

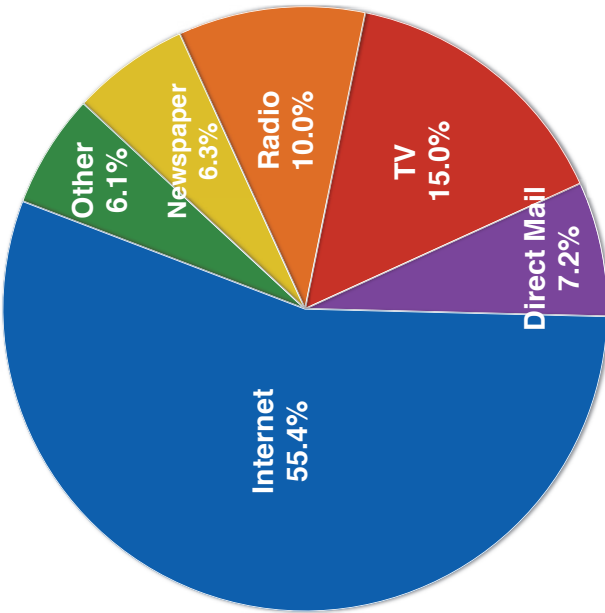
2015



2016

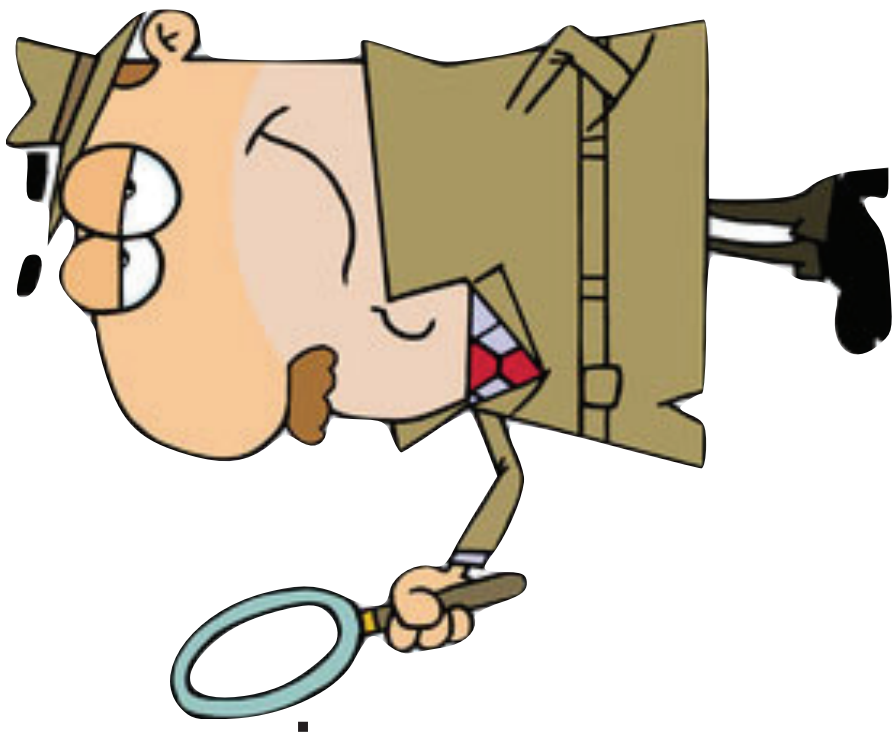


2017



“Other Budget” Exposed

- ▶ **Yellow Pages**
- ▶ **Outdoor**
- ▶ **Banners at the stadium, gym or other....**
- ▶ **Buses and Bus Benches**
- ▶ **Celebrity Endorsements**
- ▶ **Cash Register Tapes**
- ▶ **Movie Theater Advertising**
- ▶ **Church Bulletins**
- ▶ **POP Materials**
- ▶ **And Many More...**



C.P.V.R.

Cost Per Vehicle Retail

DLR A

\$50,000 Total Adv. Exp.

100 units Sold

\$500 Per Vehicle Retail

DLR B

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail

C.P.V.R.

Cost Per Vehicle Retail

DLR A

June

\$50,000 Total Adv. Exp.

100 units

\$500 per vehicle retail

DLR A

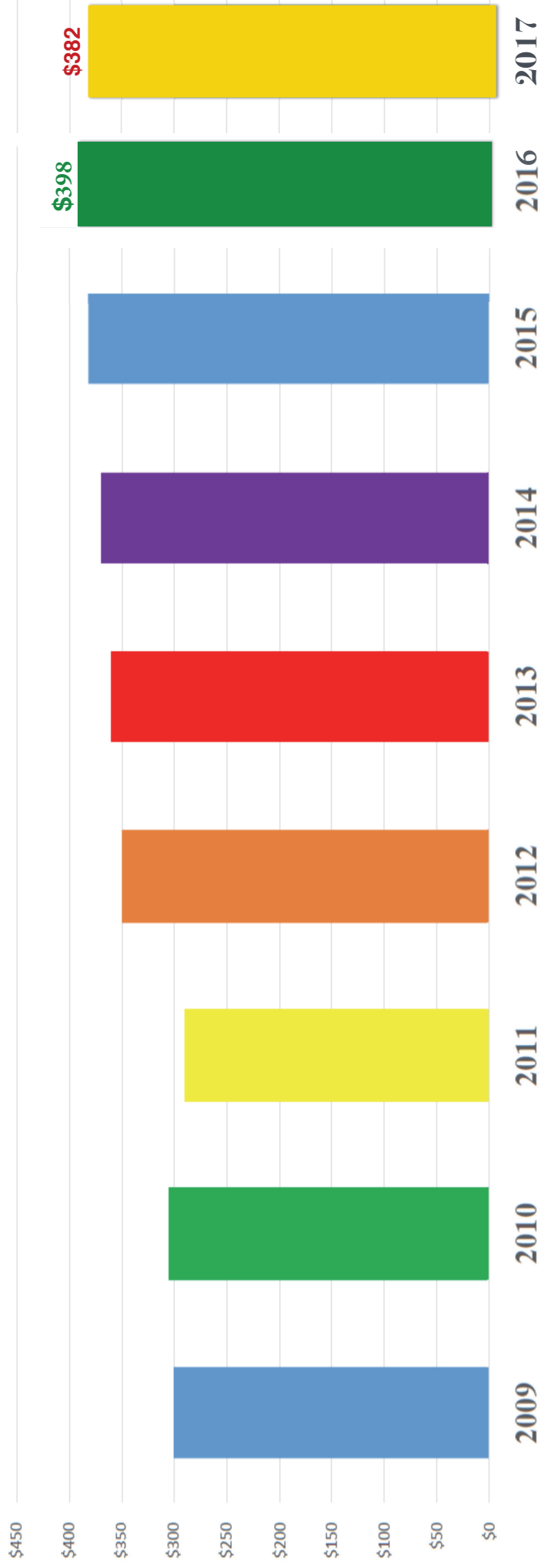
July

\$50,000 Total Adv. Exp.

125 units Sold

\$400 Per Vehicle Retail

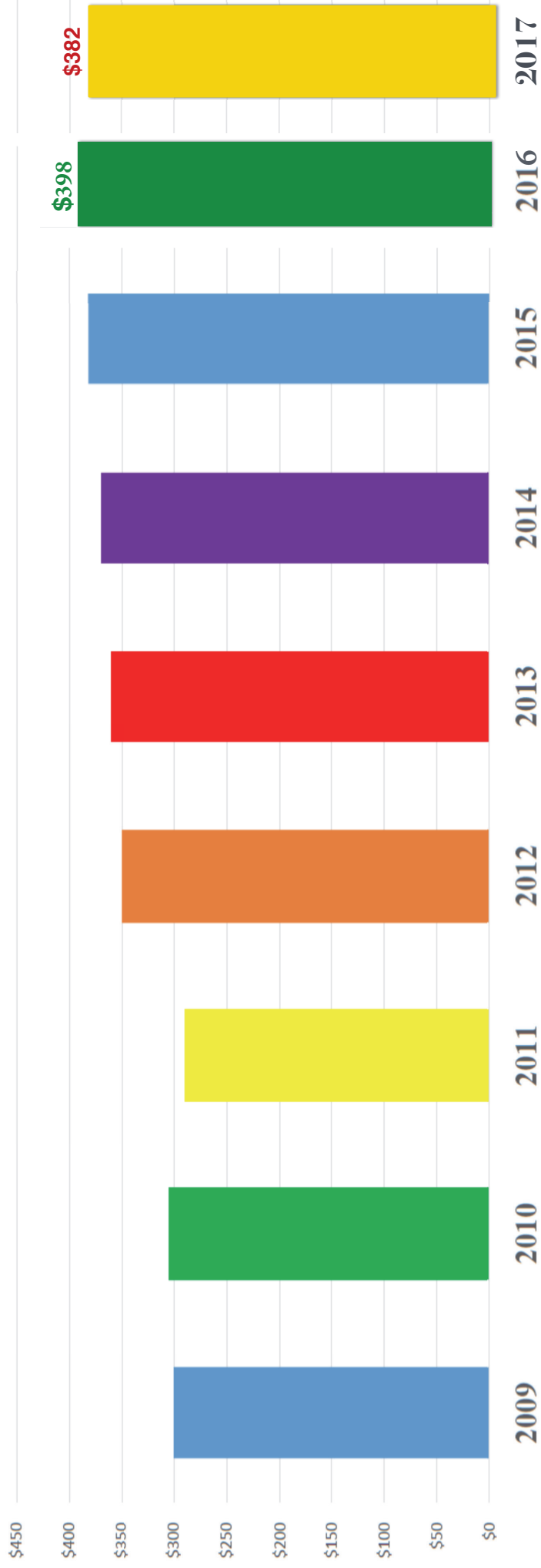
Advertising & Marketing CPVR




**If the internet is so effective, why
has advertising costs per vehicle
continued to go up?**



Advertising & Marketing CPVR



The Elements of Compelling Automotive Creative

1. Price
 2. Selection
 3. U.S.P (Unique Selling Proposition)
 4. Prominent & Easy Internet Locator (U.R.L.)
- 
- A silver Audi SUV is parked on a dirt path in a savanna landscape. The background features a sunset with a warm orange and yellow sky, silhouettes of trees, and a herd of animals grazing in the distance. The car is positioned in the lower right quadrant of the image, facing towards the left.

✓ EXPAND YOUR MARKETING FOOT PRINT

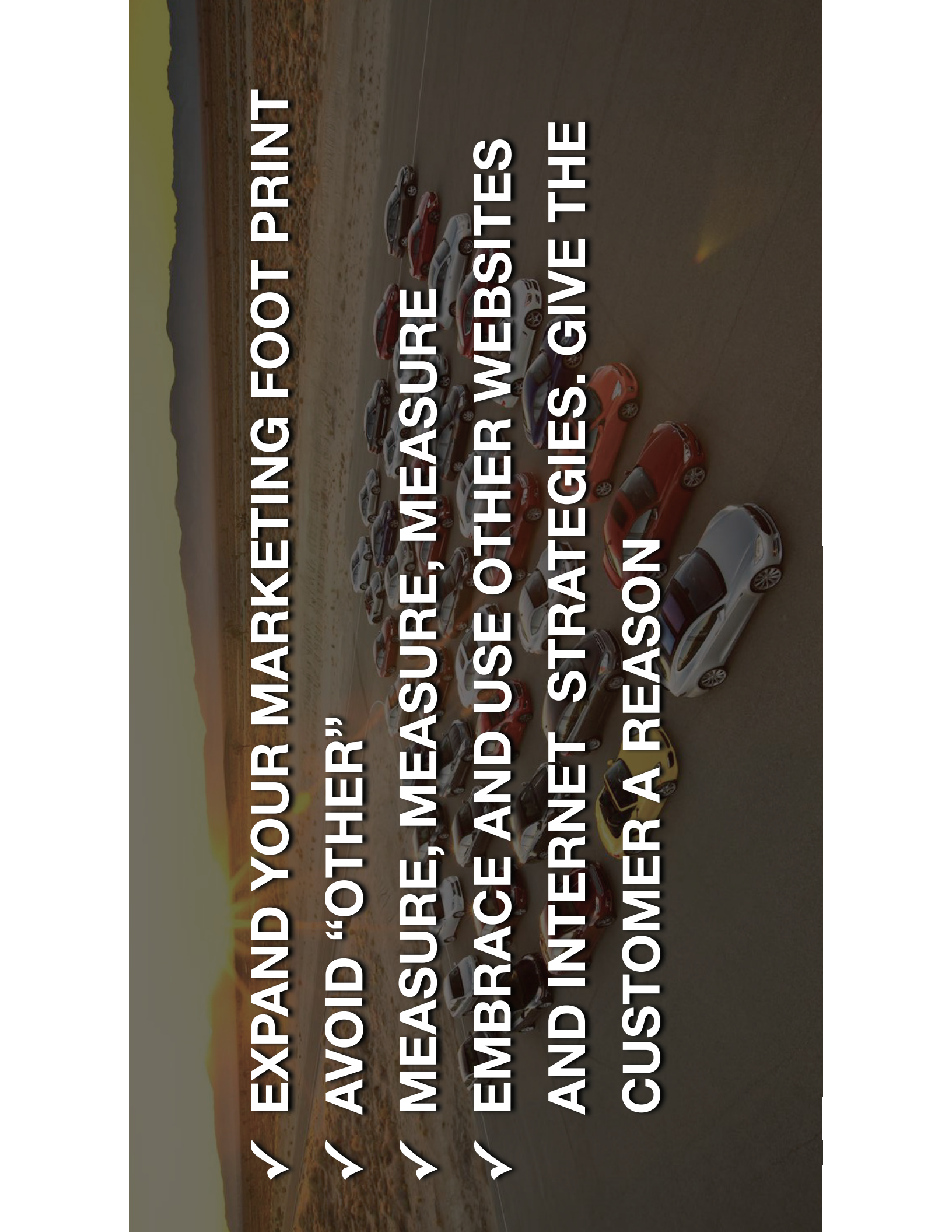


- ✓ EXPAND YOUR MARKETING FOOT PRINT
- ✓ AVOID “OTHER”

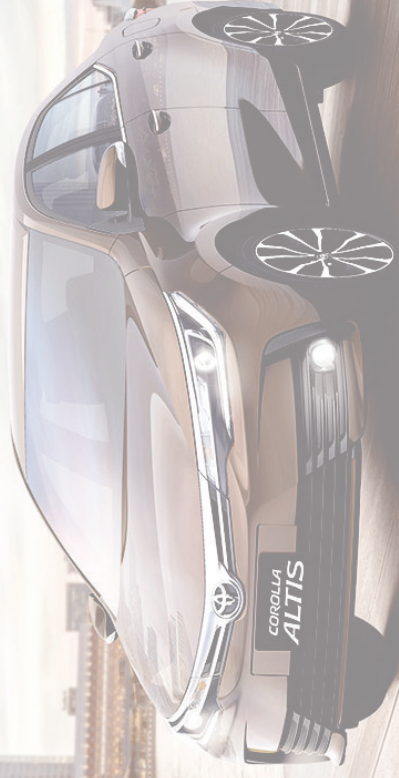


- ✓ EXPAND YOUR MARKETING FOOT PRINT
- ✓ AVOID “OTHER”
- ✓ MEASURE, MEASURE, MEASURE



- 
- An aerial photograph of a long line of cars parked on a desert road at sunset. The cars are of various colors, including white, red, orange, and yellow. The background shows a vast, flat desert landscape under a warm, orange sky. The text is overlaid on the image in white, bold, uppercase letters.
- ✓ EXPAND YOUR MARKETING FOOT PRINT
 - ✓ AVOID “OTHER”
 - ✓ MEASURE, MEASURE, MEASURE
 - ✓ EMBRACE AND USE OTHER WEBSITES AND INTERNET STRATEGIES. GIVE THE CUSTOMER A REASON

**YOU MUST GIVE THE CUSTOMER
A REASON TO VISIT THE DEALER'S
WEBSITE.**





It is **CRITICAL** that the dealer's website be prominent in every second of the TV creative and at least mentioned 3 times in the radio spot.

The Golden Rule



If it is not driving customers to the dealers website
with the intention of inquiring about a vehicle,

JUST DON'T DO IT.



WANT THESE SLIDES?

email: ericmoore@localbroadcastsales.com



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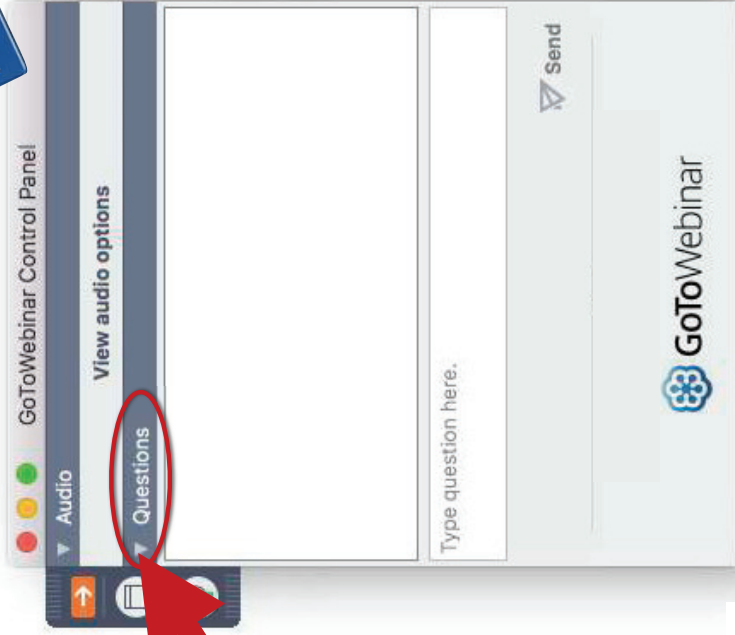
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Q & A



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