



## 4 most important points in car marketing.

### Introduction

The [car](#) is considered one of the most important inventions that saved man the trouble and toil that he incurred in the past. The huge proportion of the world's population is increasing day by day and at very large rates. In today's auto industry, the brand and dealerships are innovating vehicle [technology](#) while simultaneously adapting the buying process to match changing customer preferences and [the digital marketing](#) landscape. At the same time, [advertising](#) remains an important channel for communicating brand messages and building relationships with customers. Car marketing helps you connect with potential car shoppers, both from near-market audiences (shoppers who have purchased a car 3-6 months ago) and market shoppers (highly intentional shoppers who have been in the car for a while). less than 3 months)

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## History of cars in marketing

The automobile industry began in the late nineteenth century, when many companies from different countries of the world entered this field, and the United States of America was a pioneer and a pioneer in this, as it contributed to the production of a large percentage of cars around the world.

After the end of World War II, America continued to produce high numbers of cars, but in the last fifth of the twentieth century Japanese cars competed fiercely with American cars. Today, there is a great diversity in the types of cars, as global companies compete enormously with each other

The car shopping journey is increasingly turning to online channels, potential customers are conducting searches and forming opinions that lead them to purchases. In fact, about half (48%) of car buyers have already specified the make or model of a car before buying.<sup>5</sup>

Converting vehicles to electrification is changing over time, while electric vehicles (EV) accounted for only 2.5% of total global new car sales in 2019, it is expected to represent 32% by 2030.<sup>6</sup> He attributes this change to a combination of transformations Global consumer sentiment and energy policy

The automotive industry is represented by

Product Design

product development

Products Manufacturing

Product Marketing

Selling these products in the local and international markets

The most prominent car companies are

Audi

Bentley

Ferrari

Lamborghini

Mercedes Benz

BMW



### The importance of e-marketing for a car show

E-marketing for any product or service has become necessary these days because it is considered the easiest way to reach customers, present products to them and reap profits through them easily, and also less in cost as a promotional means, as it is much lower than the cost of traditional promotion methods, which consume a very high cost effort and cannot reach To the target group, it is directed to all and not specific to a specific category of customers ,[You may be interested to see the photography of your product is a business that makes you rich](#)

What are the most important e-marketing channels for the auto show  
Google Marketing

E-marketing through Google comes in first place and is considered the most important search engine on the Internet and through it you can use Google maps, reviews and ads because it is considered the most important tool of electronic marketing tools

Influencer Marketing

The use of influencers on social media platforms from actors, athletes and bloggers in the field of cars.

Marketing by creating a mobile app

Create an application for your business, which is selling cars, because it will make it easier for the customer to purchase and complete the payment through it, and this helps more spread



## How to increase car sales at your own showroom

First: Good marketing for the exhibition

Good marketing for your auto showroom is the following steps, [You may be interested in learning how to market with influencers](#)

Choosing the right location that makes it easy for customers to reach you so that it is in a central area

Creating the advertising campaign for the exhibition by publishing advertisements in newspapers, which are followed by a large number of car specialists

Participation in major exhibitions organized by the country in which you are located

Organizing activities and parties that include clients interested in the automotive world, in order to learn more about the exhibition and its services

Second: Providing different categories of cars

Customers' tastes always vary, so the showroom owner has to accommodate this by providing multiple categories of cars such as the family car, jeeps, fast sports cars that are preferred by young people, classic design vehicles, four-wheel drive vehicles, and vehicles used by dealers to transport Goods, and cars, whether new or used, must be available in a large number of colors to satisfy the taste of all customers

Third: Provide an opportunity for customers to try the cars

The sales opportunity can be increased by giving users the opportunity to try out the car before buying it; To make sure of its performance and the features that the car has

Fourth: Providing after-sales services

Customers prefer privileges; Therefore, sales can be increased by providing warranty service, in order to buy the car without worry

Fifth: Dealing with foreign markets

To increase the sales of your showroom, you can deal with markets that trade in spare parts, to get the largest number of them at low prices, in addition to buying cars from outside your showroom as requested by the customer, and benefit from obtaining a reasonable commission so as to build strong relationships with a large number of customers

Sixth: Attracting customers with payment facilities

Some exhibitions follow this strategy to increase sales, as they provide consumers with car payment facilities with guarantees on the car itself or on

salaries



### The most important points of the marketing plan for the auto show

You should take care of creating a website and creating good and attractive content through blogs that are placed on the site. The content must be valuable, including all information about the product, which is cars, and some important tips for drivers and safety precautions to be followed because by doing so you will get the largest number of Target customers and win their trust in what you offer them ,[You may be interested in checking out Social Media Marketing](#)

Study the product market and competitors, determine their strengths and weaknesses, as well as determine the strengths and weaknesses of your product, identify opportunities and threats in the car market, and know the strategy followed by competitors

Paying attention to customers' opinions and allocating after-sales service to help customers and solve their problems because this will open the way for you to improve and develop the level of the product you offer

In this step, the marketing channels on which the product will be marketed (which was mentioned in the previous paragraph) are considered



### What are the advantages of e-marketing for your car showroom

By marketing your auto showroom, you achieve advantages for your business through ,[You may be interested in viewing e-marketing campaigns](#)

You will study the product, which is cars, analyze it, know the strengths that can be exploited during the marketing of the product, identify weaknesses and develop solutions to turn them into strengths

You will study your competitors and determine what their strengths and weaknesses are

You will develop the marketing strategy for your car showroom in order to reach the largest possible number of customers

You will determine the most appropriate marketing channels to market the product and which have the largest number of target audience

You will have the task of writing the content for each marketing channel chosen because the channels that differ from being posts, photos or videos

Finally, you will create and manage advertising campaigns on all e-marketing platforms according to the product and category that has been targeted

## Conclusion

If you want to use any of the professional [e-marketing](#) and social media advertising companies, you can contact [the digitmark](#) team, where we offer you a group of specialists in professional web design services, social media and SEO services, and many various digital marketing services. Hurry up to [contact us](#) through our various digital platforms, or visit [the digitmark](#) website on the Internet

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