



Automotive Marketing

Success Kit



Thank you for downloading the automotive marketing success kit!

This success kit is packed full of helpful podcasts, on-demand webinars, articles, and more to help you reach your marketing goals.

Podcasts


On-Demand Webinars

Articles

Case Studies


Automotive Marketing Solutions

Podcasts



How to Reach Car Buyers First

Learn how to target consumers looking for a car at the perfect time in their shopping journey.


 [LISTEN NOW](#)



How Car Dealerships Can Make the Shift to the Digital World


Car shopping has gone digital. Have you adapted your marketing strategies?

 [LISTEN NOW](#)



The Rise of Electric Vehicles

EVs are steadily gaining momentum in the market. Learn what's involved with targeting EV shoppers.

 [LISTEN NOW](#)



76% of new and used vehicle shoppers search online before buying.

LSA

Podcasts



How to Leverage Machine Learning to Predict Car Shopping Prospects

Learn how custom models can be created from sales data or past customer interactions.



LISTEN NOW



Convergence of the Offline & Online Car Shopping Experience

Learn how to map your customer journey to meet the needs of today's online car shoppers.



LISTEN NOW



TBC Chief Digital Officer Kicks the Tires on Digital Transformation

Learn how to drive digital transformation to meet the needs of today's digital first consumers



LISTEN NOW



95% of vehicle buyers use digital channels as a source of information.

Google

On-Demand Webinars



Dealership Marketing Trends: Targeting Today's Car Shoppers



The auto industry is undergoing extensive change, especially in the wake of supply chain issues, changing consumer behaviors, and the acceleration of digital channels to complete more of the car buying process. Learn about the changing automotive landscape and how dealerships can reach today's empowered car shoppers.

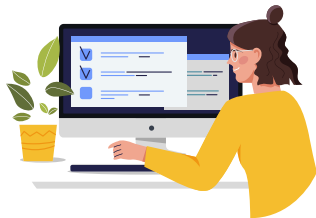
WATCH NOW

TBC Chief Digital & Technology Officer Kicks the Tires on Digital Transformation



Consumers are keeping their cars longer, especially in face of higher interest rates and a looming recession. They are also turned to online shopping for aftermarket parts and accessories. Learn how TBC's Chief Digital & Technology Officer is driving an innovative digital transformation to meet the needs of today's digital-first consumers.

WATCH NOW



Car buyers spend an average of nearly **14 hours** online during their research.

Cox Automotive

Articles



Automotive Marketing: An Overview of Marketing Trends & Statistics

Learn about the latest trends and statistics in automotive marketing.

[READ NOW](#)



Trends & Statistics in the Automotive Aftermarket Industry

The automotive industry is changing. Learn how to evolve your marketing accordingly.

[READ NOW](#)



Intro to Data Driven Marketing for the Auto Industry

Good data is the key to a successful marketing campaign. Learn more.

[READ NOW](#)



93% of new car buyers are homeowners.

Hedges & Company

Articles



What Drives Automotive Aftermarket Online Shoppers

Auto aftermarket shoppers are turning to the internet. Learn what motivates them and how to reach them.

[READ NOW](#)



Why Marketing Must Evolve for Today's Mobile First Car Shoppers

A strong online presence is crucial to auto retailers. Learn how to adapt to reach your ideal customers.

[READ NOW](#)



3 Ways the Automotive Industry Can Reach Mobile First Consumers

Mobile first consumers are forcing auto retailers to improve the digital experience. Are you keeping up?

[READ NOW](#)



More than **1 in 4 new movers** recently purchased a car.

2022 New Mover Trends Report

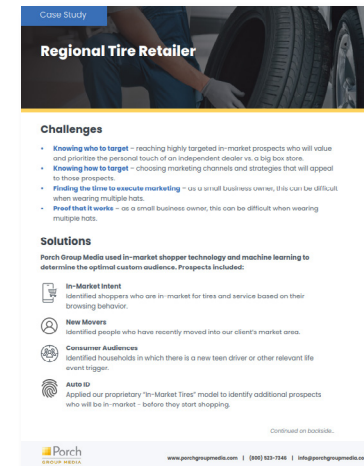
Case Studies



Automotive Dealership

See how Porch Group Media helped an automotive dealership achieve a **sales conversion of up to 6% and 200:1+ ROI at intended dealers.**

[VIEW NOW](#)



Regional Tire Retailer

Our client achieved **3.3x ROI** using one of our tried and true monthly offers through our easy to use self-service portal.

[VIEW NOW](#)



[Click Here](#) to Explore More Case Studies on Our Website.

Automotive Marketing Solutions

The Leader in Omnichannel Automotive Audiences & Marketing Solutions

With information on over 270 million consumers, 200 million VINs, 170 million email addresses, plus demographics, our automotive audiences provide the insights you need for the right consumer connections on the right channels.

- Email Marketing
- CTV Advertising
- Direct Mail Marketing
- Full-Service Solutions
- Media Network
- Customer Marketing Platform
- Data Hygiene & More

See for yourself how our automotive audience and marketing solutions can help you boost sales and service.

[REQUEST MORE INFO](#)





Take the Next Step

Are you interested in learning more about how to put our automotive marketing solutions to work for you?

[CONTACT US](#)

[Request More Info](#) | porchgroupmedia.com | info@porchgroupmedia.com