

COMMERCIAL PARTNER COMMENT

By Neil Addley, managing director, JudgeService



As car shoppers do more online research and engage with other customers before making a decision to head into a dealership, online reviews can be gold. Many dealerships use digital channels

such as email marketing, digital advertising and social marketing, but when it comes to the final decision of which dealership to actually visit, positive online reviews can be the deciding factor in tipping the balance.

Shopping, of all kinds, is now an anytime, anywhere activity. New research, undertaken by Trusted Dealers, emphasises this. A recent study into all emails, calls and website sessions made to car dealerships from January to March 2017 found that:

■ 46% of dealer website visits are between 6pm and 11pm.

■ 46% of emails submitted are also sent when dealers are shut.

This means that potential customers are searching for vehicles, and even enquiring about vehicles, without visiting a showroom. And this is where online presence is vital.

Dealership reviews provide insight into the experiences of other car buyers. Consumers now know how important it is to find out what kind of reputation a dealer has before a visit and, in this digital age, the reviews that previous customers create can help prospective buyers make the right choice.

JudgeService is the UK's most effective automotive online review provider and understands how powerful reviews are in influencing buyer behaviour and aiding a conversion. We help car buyers find great car dealers.

■ To find out more, call 01423 225 166, email sales-enquiry@judgeservice.com, or visit business.judgeservice.com.

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JudgeService is a commercial partner of our Dealer Masterclass programme, and will be sharing more inspiration at Automotive Management Live on November 9.

Next issue's dealer masterclass: [xxxxxxxxxx](#)