

# AS SEEN IN

# CANADIAN AUTOWORLD

## Remarketing today: Just another part of the digital way of doing things



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For automotive retailers, remarketing has always been about keeping your dealership and what it has to offer top of mind.

How does that work in an age where everything, from information to dealership processes, is going or has gone digital?

It starts with having the right systems in place, systems that promote a seamless one-to-one retail experience where the customer and the dealership employee both have the right information at the right time to make the best decisions.

Having the right systems in a digital environment means having unprecedented access to your customers, which means you can keep a finger on the pulse of their needs,

wants, and expectations.

Promotional events and specials, service recommendations, relevant content – each interaction is an opportunity for you to ingratiate your brand with a customer base that is looking for consistency and transparency.

Of course, a key part of remarketing success is being able to follow through on your implied promises once the customer does walk back through your dealership's front door.

In today's digital environment, that translates to:

- Being aware of any past website or chat interactions with a customer once they are in the showroom – and not needing to re-key their information
- Being able to instantly match e-leads with a customer's record and purchase history in the DMS
- Being able to match a service customer calling in to a name and customer history in the DMS

The digital way of doing things is about delivering a shopping experience to your customer base that prioritizes convenience and personalization.

Remarketing in the digital age is about consistently reaching the right customers with the right message at



the right time across different platforms – email, social media, digital ads and more.

By putting the systems in place to fully digitize your workflow, you can launch remarketing campaigns that will not only succeed in the digital environment, but will help transform your dealership into a seamless one-to-one retail experience. **RAW**

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