

A photograph of a man with short brown hair, smiling and looking out of the open side window of a white RV. The RV is parked on a sandy, wooded area with many tall pine trees in the background under a clear blue sky. The image is partially covered by a dark green banner at the bottom.

Leveraging Digital Marketing And Data Insights to Drive More RV Sales

State of the Industry

The RV Industry has seen unprecedented highs and lows over the past few years since the onset of the pandemic. In 2023, this all culminated in what one expert called a “recession in RVs”. Although challenging for dealers, RV popularity has not slowed down. Experts are predicting a strong 2024 market as economic concerns subside. This summer alone saw 44 million americans plan to go RVing, with 16 million having hit the campgrounds just this past Labor Day. A positive economic outlook for 2024 and strong enthusiasm for the industry means now is the time to get strategic in how you are winning market share.

Just like our industry has changed over the past three years, our consumers have also been shifting. RV consumers are spending more time researching and coming to your dealership more informed. In fact, **63% of shoppers will seek out at least 2-3 dealerships before making a purchase.** They will compare options on their own so by the time they come to you, they are sure of what they want to purchase.



Did You Know?

65% of RV consumers said that they would begin to research their next purchase 6 months or more in advance of actually purchasing?

The Average Consumer Consults 24 Touchpoints, 19 of which are digital!



Consumers are diversifying the resources they use to inform their purchase, encountering many touch points along the way. It's important that your dealership is leveraging the most effective tools to capture shoppers' attention during the research phase.



RV buyers consult many resources before making a purchase.

These are the top resources that consumers examine before their final decision:

- Consumer reviews
- Dealer Websites
- Search Engines
- Online Classifieds



RV buyers are also consulting different tools when evaluating their options.

These are the top 3 tools that consumers find most helpful in the decision making process:

- Photos and Videos
- Listing Comparisons
- Trade-In Valuations

RV Consumers Represent All Ages

Over the past few years we have also seen a shift in who our RV consumer is. With the onset of the pandemic, we have seen a huge influx of younger consumers purchase RVs to spend more quality time with their young and growing families. However, older generations continue to also be a strong group of buyers. When setting up your marketing campaigns, you want to focus on each customer's preference! We surveyed all generations of consumers to see what they currently own, but also what they are looking to buy.



Millennials are looking for smaller, easy to tow, travel trailers.

A major point to touch on are travel trailers. Among millennials, travel trailers are the most owned (at 26% of millennials) and are the most wanted (at 22% of millennials). Highlight tips to working remote from the road. Include inspiring stories from solo travels and do's & don'ts to camping with little ones to attract consumers with growing families. We recommend that you take the time to build out a social strategy that specifically highlights these topics.



GenX is all about family.

Gen Xers are specifically looking at family friendly units, such as Fifth Wheels & Class As. To target them, create marketing campaigns that highlight the number of beds in these RVs. Highlight the best ways to utilize space in these larger vehicles; this will ultimately help them envision taking their family vacations to the next level.



Our Older Generations are seeking more luxury.

The older generations are looking for space and luxury with large Class A models. We are also starting to see interest pick up with C-Class model & Camper Vans. To attract this consumer segment, hold an open house and focus on showing them your largest luxury units. Highlight the bells & whistles of these products to retain their interest.

Is your dealership ready to win in the digital selling space?

This new market won't be the same market as the pandemic where RVs were flying off the lot, instead you will need to get strategic and use tools to win in your market. With a positive outlook on the horizon and sustained interest in the RV lifestyle, is your dealership equipped to compete and win in this digital landscape?

Key Areas To Focus On In Digital Strategy



Social Media Engagement

Creating a strong digital presence is imperative to remain competitive in this growing digital market



Listing Health

Today's RV consumer is digital savvy and does research ahead of visiting dealerships - The RV consumer has evolved!



Website Design

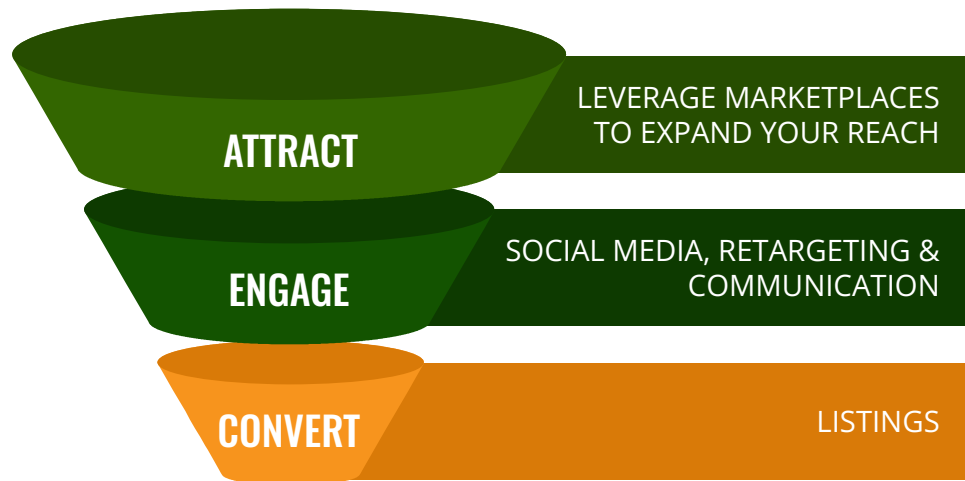
Setup your online presence to capture consumers at the zero moment of truth



SEO

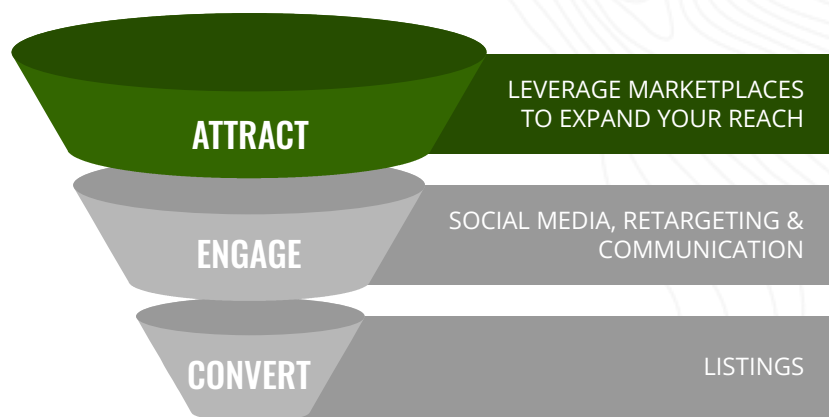
Keep up with the latest marketing trends to stay at the top of your consumer's minds

Utilizing Digital Tools At Each Stage of the Buyer's Journey



At each stage of the funnel, you are trying to interact with your customer in a different way. At the top of funnel you want to **attract**, in the middle you want to **engage**, and at the bottom of funnel you are focused on **converting**.

Attracting Consumers at the Top of the Funnel



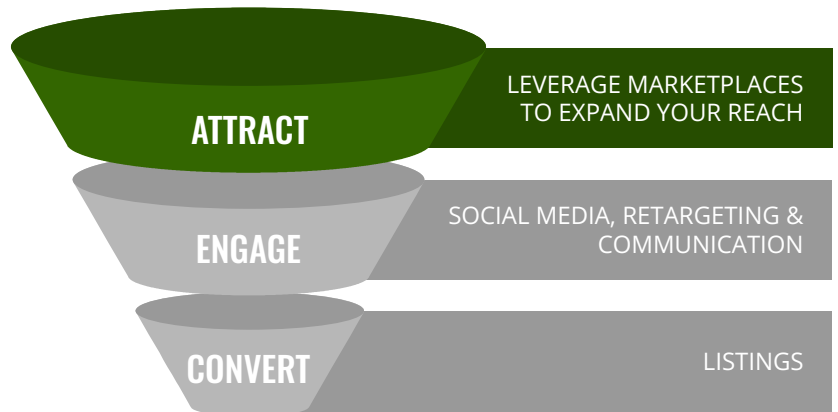
At the top of your funnel you want to focus on four factors: expanding your market reach, building brand awareness, educating potential buyers, and long-term growth. By expanding your market reach, your marketplaces, such as RV Trader, can reach millions of visitors each month. This extensive capacity will give you exposure to potential customers who are actively searching for the best RV for their needs. Think about it, do you go to Weber.com first when looking for a new grill? No! You most likely would look up best grills and cross compare on a site like Amazon where multiple grills are listed to compare. The same process goes for RVs!

Focusing on building brand awareness will help you establish a reputable name in the RV industry. When consumers sift through listings, your dealership will tend to reappear and they will become familiar with your name.

Attracting Consumers at the Top of the Funnel

When it comes to educating potential buyers, you must optimize their attention. By allowing a consumer to know what is on your lot before they visit, you let them know what they can expect on site.

Lastly, it's crucial to recognize that targeting consumers at the top of the funnel is an investment in long-term growth. While not every lead will convert immediately, each holds tremendous potential. Nurturing these leads and maintaining a presence on marketplaces lays the foundation for sustainable, long-term success.



How RV Trader Can Help Attract Customers

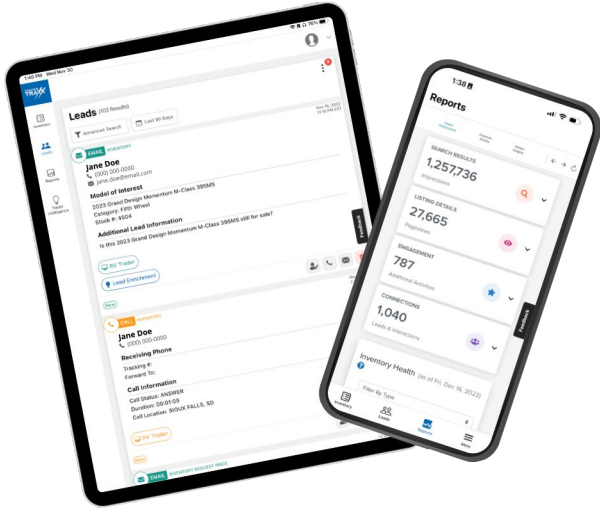
RV Trader recognizes what dealers need to do at the top of their funnel. We've built solutions specifically designed to help you gain more exposure and brand recognition, starting with expanding your online presence. To expand your online presence, you need to make sure you are broadcasting your inventory on a marketplace.

RV Trader is the premier marketplace to ensure your inventory is showcased nationwide. **We drive 6.9 million monthly in market buyers to our site each month.** The key word being **in market**: buyers are focused on buying an RV. The consumers visiting RV Trader are already lower in the funnel than on other marketplaces.

The beauty of RV Trader is that we are the ones doing the heavy lifting, understanding and investing in SEO, to drive more leads and keep traffic on high and on trend with industry demand.

59% of RV Shoppers start their research on RV Trader or other classified sites

Manage Inventory and Insights All in One Place



RV Trader is more than a marketplace. It arms your dealership with powerful insights on the buyers interacting with your inventory. **Trader Traxx** is an all in one platform that acts as a CRM. Think of Traxx as a looking glass into our 6.9 million buyers and how they are interacting with just your inventory.

We help you deliver business intelligence to help you make strategic decisions such as consumer engagements, your market performance, and insights into your competition.

The best part is that this is available as a mobile app! You can check reporting on the go or give your inventory managers access on the go to update their listings.

Stay Ahead of Marketing Trends

Because RV Trader is so heavily invested in marketing, you can also ensure that products and UX stay up to date with market trends.

We also understand the market inherently, so we have built tools that allow you to strategically position your dealership ahead of others.

Showcase Your Inventory With Featured Ads

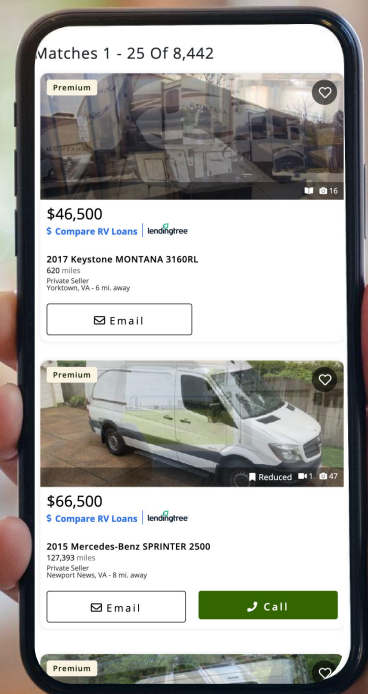
After driving the consumers to our marketplace, we also have developed ways to help ensure your inventory stands out. We have multiple types of ads that allow you to stand out in the marketplace.

Putting your listing on RV Trader exposes your dealership to millions of RV searches a month.

Featured Ads display as a carousel of listings above the list of search results when consumers within 250 miles of the dealership browse for inventory. They make your inventory the very first thing shoppers see on the page, dramatically increasing inventory exposure.

With Featured Ads, you'll receive:

- 3.2X more search result impressions
- 2.9X more vehicle detail page views
- 2.1X more email leads
- 2.5X connection



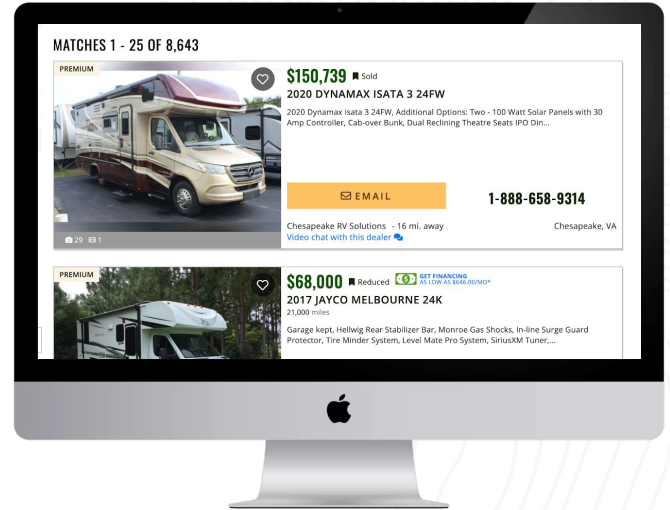
Showcase Your Inventory with Premium Ads

Premium Ads are placed above Featured Ads and are designed to maximize the number of buyers who see your ads by putting your inventory at the top of organic search results. You can highlight your listings across all devices. With **Premium Ads** you'll receive:

- 12.1X more search result impressions
- 6.8X more vehicle detail page views
- 4.3X more email leads
- 4.9X connections compared to standard listings

Premium Select Ads give you the ultimate competitive advantage by positioning your units at the very top of the search results, above all standard and traditional Premium listings. This is our most powerful ad enhancement ad designed to capture buyers attention as they scroll. With Premium Select Ads you'll receive:

- 30x more vehicle detail page views than standard ads
- 6x more vehicle detail page views than traditional Premium Ads



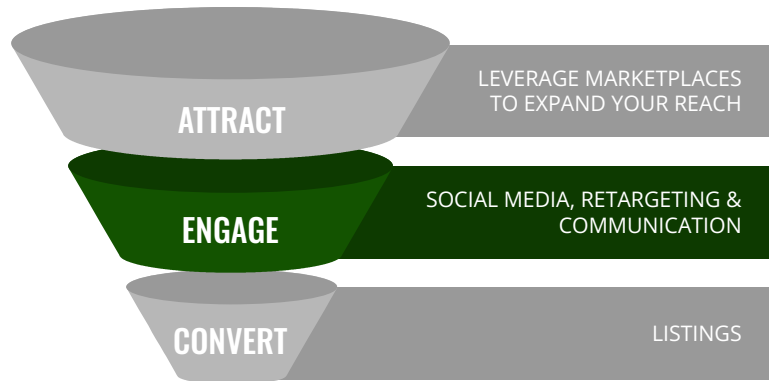
Showcase Your Inventory To Drive More Leads



While we ensure your inventory can stand out in an integrated way dependent on searches, we also want to make sure you can target specific buyers. Showcasing your inventory can help you own your market and gain an advantage over competitors who aren't on the homepage. Insert horizontally-scrolling carousels of your inventory directly into the buyers search. Include a Summit Showcase which is displayed on the homepage, and an Engaged Search Showcase, which is displayed after the first 13 listings. As well, dealership name and location appears to drive brand awareness and increase engagement.

Engaging Consumers in the Middle of the Funnel

As consumers move closer to the bottom of the funnel, you want to ensure you have ways to engage with them. In the middle of the funnel you want to focus on building trust and credibility, nurturing leads, guiding the decision-making process, and staying competitive. When you're engaging with your customers, it's more than just staying connected; it's about building trust and credibility. Nurturing leads should be a priority when potential buyers have expressed interest but may not be ready to make a purchase. By staying engaged, you stay on their radar, ensuring you're top-of-mind when they are ready to decide. Guide your consumers through the decision making process by offering virtual tours, sharing customer testimonials, and providing the information that buyers need to make informed choices.

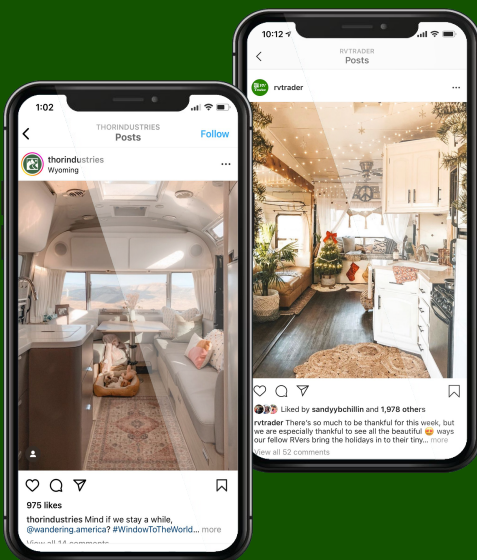


Build Authenticity & Trust Through Social Media

Social media can be an extremely effective way to reach many people at little to no cost. Regardless of age, consumers across generations are spending more and more time on social media. The main battle is identifying how these consumers are engaging on these platforms. Social media as an amplification tool allows you to listen and respond to prospects and customers and monitor your competition. It also allows you to analyze metrics and make adjustments to achieve your desired results. Social media is more than just the posts you put out and its important to explore both paid and organic options. **34% of customers say that a dealership's social media presence impacts their impressions of their dealership.** By showcasing yourself, you're proving customers should work with you and showing them you are a real dealership with a great personality .



of customers actively seek out recommendations for products and services through social media platforms



Social Media Best Practices to Engage Your Audience

There are many, many different ways you can utilize social media, but there are some best practices to be aware of for your organic strategy. The first is to determine your platforms. You have to understand where your customers are and how to reach them. Be sure to keep your profiles up to date by sharing interesting content regularly. This content can include How To Guides, camping resources, memes, and trends.

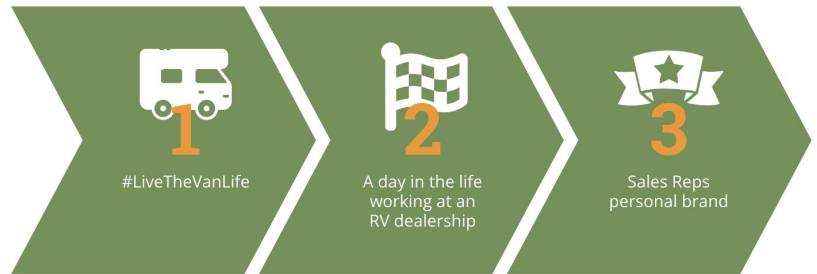
Don't be afraid to engage with your followers. Reply back to comments, repost their content, and post testimonials. Lastly, monitor your performance through metrics like audience growth rates, click through rates, and impressions.

How Your Sales Team Can Get Involved

Social strategies doesn't have to, and should not, fall completely on your plate! Social media should be used as that introduction and virtual "e-meet" to all the sales reps that consumers will come in contact with. If your sales reps own RVs, have them do a social media takeover in which they show how they #LiveTheVan life. A few posts and stories can be a great inside way for customers to see what owning an RV is like - good, bad, and ugly!

If consumers would rather *not* take a behind-the-scenes look at your sales reps' RV life, maybe even just showing that transparency of a "day-in-the-life of an RV Dealership!" can make a difference.

Encourage reps to build their own brand of RV sales. Many real estate agents and automotive sales reps will create their own personal brand, showing all their sales and sharing their personal tips and tricks. If your staff is eager to do the same, it could be a great extension of your dealership brand! Be sure, though, to set standards and some boundaries if they are going to represent your brand online.



How RV Trader Can Help Engage Customers

RV Trader recognizes what dealers need to do at the top of their middle funnel. We've built solutions specifically designed to help you influence that decision making process and built trust. Starting with influencing the decision making process. To influence the decision making process, leverage tools from RV Trader like social retargeting and dynamic retargeting to stay top of mind with consumers.

What Is Retargeting?

Retargeting is a form of online marketing that shows your unit advertisements to consumers who have previously viewed the listing. After a consumer leaves the listing site and moves on to other websites, they'll see ads for your units, keeping you top-of-mind until they make a purchase. Ultimately, retargeting allows you to strategically focus your ad spend on high quality consumers who have already demonstrated interest in your product.

In addition to helping you stay top-of-mind and strategically targeting your ad spend, retargeting also helps you increase your brand recognition, drive repeat traffic, and follow up with qualified leads. **70% of consumers who see ads are more likely to convert**, so by continually reminding them of the available inventory you have, you're more likely to drive leads.

Think carefully about which visitors you want to retarget. For example, instead of broadly retargeting all visitors to your website homepage, you may choose to retarget those who visited a specific page, like your website's pricing page or contact page, since that could indicate a closer proximity to conversion, making them a higher quality lead.



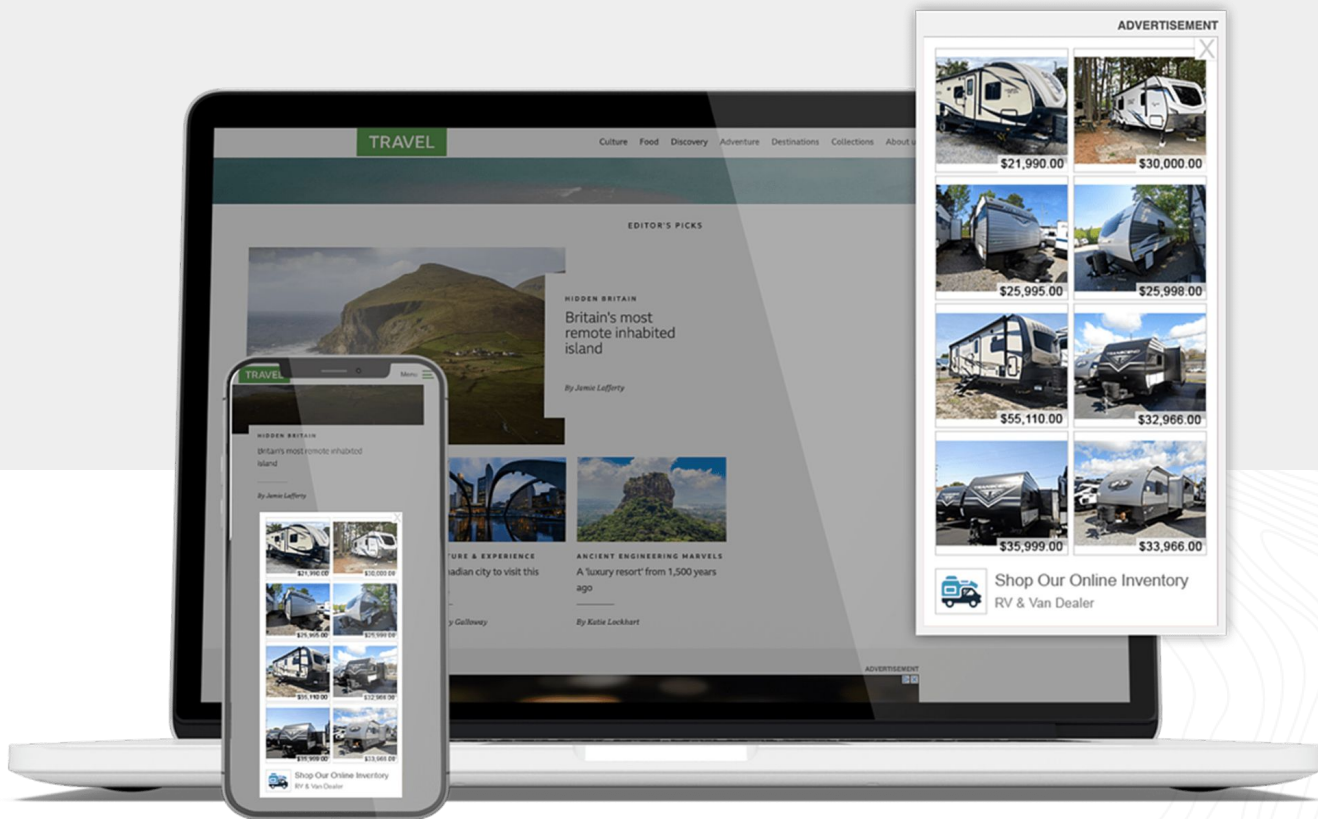
Engaging With Social Retargeting

With RV Trader Social Retargeting product, your campaign runs off dealer inventory feeds. Your audience is built off of individuals who have viewed active units on RV Trader. It's broken down into regional pages so you have a better gauge on your audience and their behavior.



Engaging With Dynamic Retargeting

With RV Trader's Dynamic Retargeting, you can target the exact customer you want to reach based on specifications set by you. It will showcase the units they were already browsing as well as highly targeted ad spends for consumers further in the sales funnel. With RV Trader's Dynamic Retargeting, you can gain brand visibility, increased detail page views, and detailed reporting.



Using Communication Channels to Build Trust & Credibility

Communication starts before buyers reach your dealership. You want to ensure they hear back from you and trust that you will be a good business partner. Consumers expect a quick response, so when you're having those conversations, here are some best practices to keep in mind.

Timing is everything! Have staff who are dedicated to digital leads, and an easy way for them to effectively do this is to have them leverage the Trader Traxx App. Remind them that professionalism goes a long way, and it will leave a lasting impression on your consumers.

49%

of buyers expect to hear back from a dealer the same day they reach out

Communicating on an RV Marketplace

Adding additional communication tools to your dealership doesn't have to be complicated. RV Trader offers multiple ways to communicate with consumers that are integrated into the browsing experience. Add other ways for consumers to connect to you while browsing such as texting, live chat, and managed chat.



Text Messaging

Text messaging is an excellent way to quickly and seamlessly engage with buyers who are already viewing your website and inventory. As you know, cell phones now play a huge role in your consumer's path to purchase, not only as a communication tool, but as an Internet browsing tool as well. **In 2022, RV Trader saw 5.75% increase in text leads.** Texting is particularly popular among Gen Y and Gen Z, who are the buyers of the future. By including text messaging as an available channel for buyers, it allows you to provide immediate, personal, and more frequent conversations. It's a way to meet your potential buyer right where they are and keeping them engaged from the start.

When using text messaging, even though it's commonly a more casual form of communication, it's important to maintain a level of professionalism that will help your dealership come across as both personable and credible. When answering a text lead, do not forget to introduce yourself so the customer knows they are talking to a real person, not receiving automated messages. Make sure to answer all their questions clearly and concisely so there is no confusion and work towards the next steps in the sale.

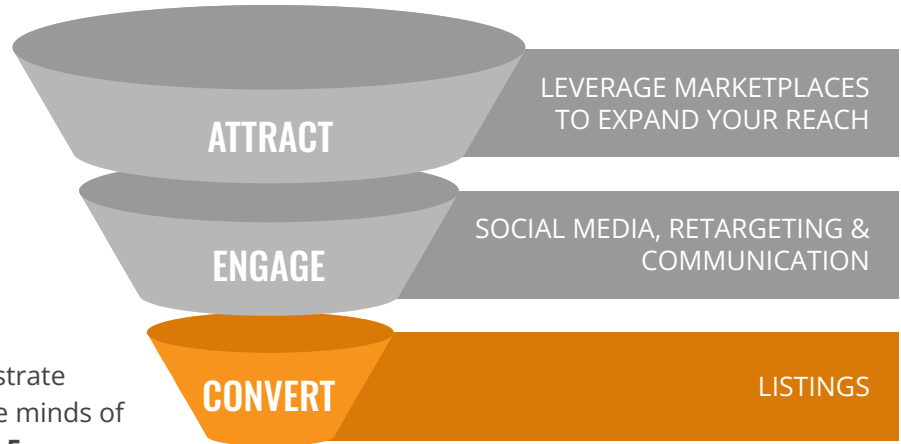
Live or Managed Chat

Live or managed chat can help you engage with the consumer as they're browsing your site or classified listing. **Live chat leads to a 40% increase in conversion rates and we've seen live chat increase over 2.5 times since April 2019.** If you don't have the manpower to reply live 24/7, there are third party platforms that offer managed chat options that can take care of the messaging for you. Transcripts of the conversations can be sent in real-time so you're still kept informed of what the customer inquired about and see if any further follow-up is needed from you and your team.

Convert Low Funnel Consumers on Your units

Let's review digital tools that can help you at the bottom of your funnel. At the bottom of your funnel, you want consumers to convert on your listings and plan to visit your dealership. When researching for RVs, RV consumers said listings were the #1 resource they used. Listings and enhancements on RV Trader's marketplace are not just about displaying the RV; they're about showcasing the value and benefits.

High-quality listings with enhancements demonstrate professionalism and care, reinforcing trust in the minds of potential buyers. We've found that **listings with 5 or more photos see 31% more daily connections per listing than listings with 4 or fewer photos**. As well, **listings with pricing information see 70% more daily connections per listing than listings without pricing**.



Get P.A.I.D. With Listings

RV Trader marketplace offers features that capture attention and provide an edge in a competitive market. Consumers need to be able to gather all information needed on the unit while they are researching. We know that consumers are spending more time than ever before researching their next big purchase. Getting your dealership in front of consumers is as easy as getting PAID.

P

P is for Price

Include the price on the unit- the full price. Listings that include price perform much better than listings without.

A

A is for Appearance

You can have every other acronym in PAID perfect, but if you don't take the time to create keywords on your listing, they will get lost in a Google search. You want to appear higher in search results, so you need to include things like having your location addresses listed and calling out specific keywords in your descriptions.

I

I is for Images

The more pictures you have, the better sense a consumer can get for what this unit looks like, and what they can expect in person.

D

D is for Description

You need to draw in your buyer while giving them all the information they need in a straightforward way. You can do this by highlighting the capabilities of the unit.

To help expedite this process, create templates of everything you want to have included in each listing, hours, make, year, uses, so as you are posting them you can quickly go through what is included.

On The Horizon in Marketing

The Increasing Importance of Influencer Marketing

We want to highlight an increasing trend across social media: influencer marketing. **84% of millennials stated that they did not like traditional marketing**, meaning they are less influenced by the traditional radio ad or ad online. They crave authenticity which is exactly why they gravitate towards influencers. Influencer marketing can increase social media engagement. You can utilize micro & nano influencers; it doesn't have to be someone with a million followers. The influencer can be a well known advocate in your community, and you can exchange content for incentives, like free oil changes.



Leveraging AI

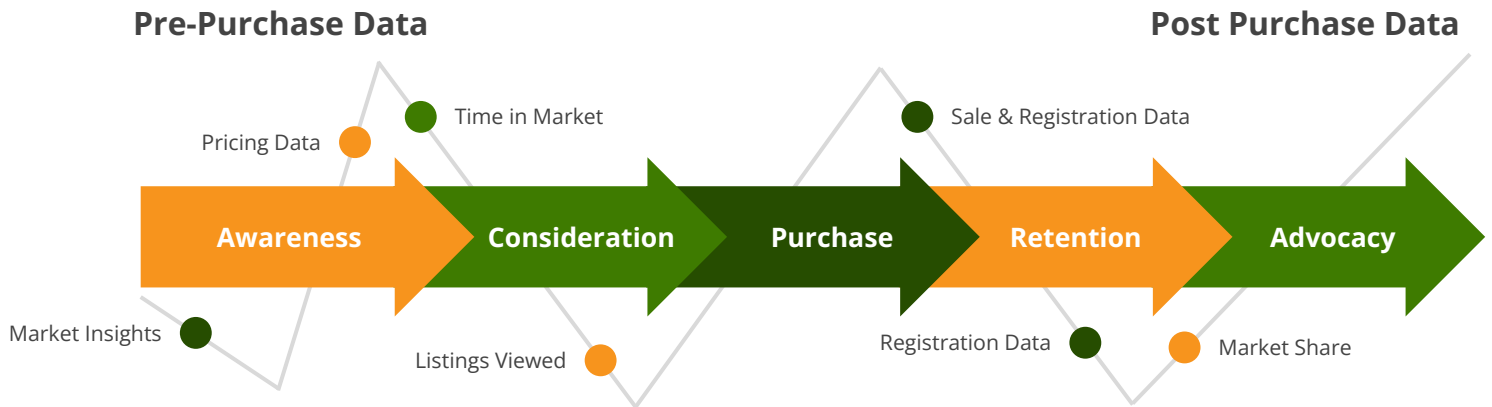
AI is here and it is happening. In fact, campers are some of the earliest adopters of it for travel. **32% of campers have used AI for trip planning**, and **22% plan to utilize it into the future**. Don't be scared of this helpful technology, AI can help in many ways. The first way is through email marketing automation. Use AI-powered email marketing tools to automate and personalize email campaigns. AI can analyze customer behavior and send tailored emails with relevant content and offers.

AI is also helpful through image and video recognition. Implement this tool to automatically tag and describe RV photos and videos. This can enhance the visual appeal of listings on the dealership's website and improve search engine optimization (SEO). AI can also assist in optimizing inventory management by predicting demand for specific RV models and accessories. This ensures that the dealership has the right products in stock to meet customer needs. We've mentioned before the importance of managed chat which is a feature that AI can also support. Lastly, resources like Chat GPT can lend a hand with captions, hashtags, and marketing messages for your social strategies.

Data is Important Throughout The Customer Journey

Specific data can help you throughout the entire customer journey. Pre-Purchase data can include market insights to understand what consumers are browsing and what is most in demand. Pricing data allows you to stay competitive and ensures that you are maximizing profits without pricing yourself out. Lead attribution can show you insights into how your consumers are shopping.

Post-Purchase data can include sales and registration data to inform what consumers are already using and what is popular in your market. Market share data can give you insights into where your dealership can grow and leveraging all these insights shows you how to get there.



Leveraging Data in Your Marketing Strategy

Data is impactful and insightful and can be leveraged in a multitude of ways in your marketing strategy.

Customer Segmentation

Data allows you to segment customers based on various criteria such as demographics, location, purchase history, and preferences. This segmentation enables personalized marketing efforts, tailoring messages and offers to different customer groups.

Inventory Management

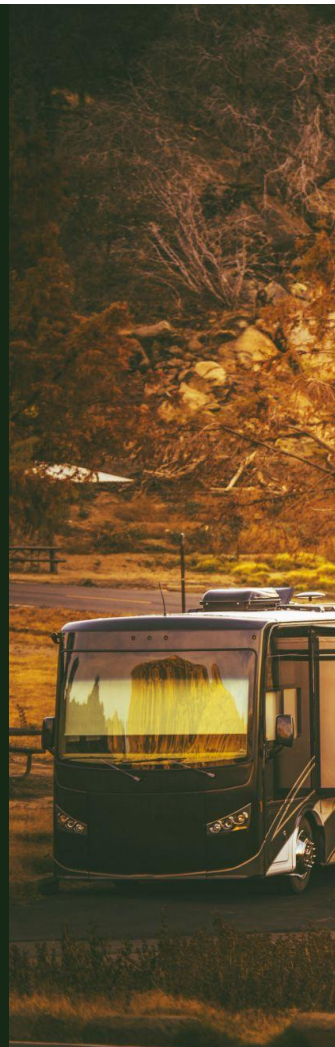
Dealerships can harness inventory management data to enhance their marketing strategy by gaining insights into the popularity of specific RV models, their seasonal demand patterns, and geographical preferences. By analyzing this data, dealerships can tailor their advertising campaigns, promotions, and inventory selection to target the right audience at the right time, ultimately driving sales and improving their overall business performance.

Pricing Strategies

Your dealership can set competitive prices that attract customers while maintaining profitability.

Customer Relationship Management

Data is crucial for maintaining a CRM system that tracks customer interactions and helps sales teams follow up with leads and customers. Leveraging data in these ways helps you gain a competitive advantage above dealerships not looking at this data.



Leveraging Data with RV Trader

RV Trader recognizes that dealers need information and luckily through driving 6.9 million buyers, we are able to collect this data. We collect insights into consumers through tools, like lead enrichment, for insights into customers browsing, market insight tools to stay competitive in the market, and post-purchase data through Statistical Surveys Inc.



How Lead Enrichment is Helping Our Dealers

Having pre-purchase data, knowing how to leverage data, and a larger digital footprint offers you insights into your customers as they browse. Lead enrichment can provide valuable insights into how your customers browse by augmenting your existing customer data with additional details. It collects data like time in market, price range, listings viewed, and recent activity.

Time in Market

This refers to how long a customer spends looking/researching for a particular product

Price Range

Knowing the range of pricing with the competition helps you better understand what customers are willing to pay for a particular product. It also allows you to make sure your prices are competitive

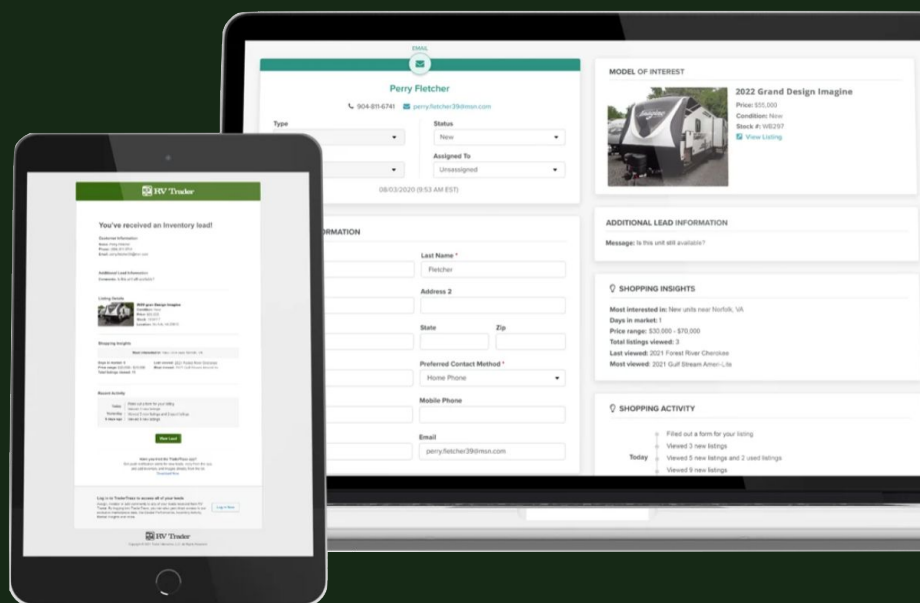
Listings Viewed

It is important to know what listings customers are looking at so you can get a better understanding of that product they are looking to buy. Knowing this can help you advertise the right product for the right consumer.

Recent Activity

Knowing the recent activity can help you gain a better understanding of what process your buyers go through when researching and/or purchasing.

Lead enrichment allows dealers to have stronger tailored conversations, convert leads to sales faster, and create more informed strategies.



Leveraging Data with RV Trader



Stay In Tune With Market Changes As They Happen

By staying informed and adapting when market changes happen, companies can align their marketing efforts with current trends and seize emerging opportunities. Using Marketing Insight Tools can allow you to look at how your dealership's listings are performing compared to your regional and national competitors. It is important to know how other listings are performing compared to yours so you can see what's working and what isn't. With this information, you can make smarter decisions on how to better position your listings, like knowing how your listings are performing to make adjustments in real time. You can utilize the data you receive to be even more strategic.

Knowing how your customer shops doesn't have to only impact how you market to them. You can also take that information and strategize on the best new and used units to acquire. You can also analyze the market to see where your competitive advantage is and adjust your marketing messages accordingly to help you stand out from the competition.

Using Data to Price Units Accurately

Similarly to our market insights tool, we understand how important pricing is in the industry. With our unique insights into hundreds of thousands of units we are able to uniquely understand how any unit is priced at any given time in your market. You could do this on your own, look up local averages, state averages, years makes models and then put all that data in an excel sheet or you could find a tool that does that for you!

Off-Lot Lookup Tool:

RV Trader's Off-lot lookup tool makes fast used unit acquisition decisions based on average market pricing in your DMA, state, or nationwide. It's easy to use; you can get the average market price for individual units based on RV Trader marketplace data all in one place, saving hours of research. It offers you competitive insight; see how competitors are pricing matching units in your market. Lastly, informed pricing allows you to gain a better understanding of how much you should pay to acquire used units in order to hit resale profit margins.

On-Lot Lookup Tool:

RV Trader's On-lot lookup tool saves hours of time spent researching and get an immediate overview of your RV Trader listing prices and relative demand compared to the DMA average. You can analyze the listing prices of your entire RV Trader inventory in one simple view for faster and easier comparison. With competitive insights, you can compare your unit pricing to DMA, state, and national averages. Lastly, with informed pricing, use the Price to Market Index tool to see how your unit's price needs to be adjusted to match or beat your competitors' listings.

Leverage Post-Purchase Data To Convert

Utilizing post-purchase data gives you valuable insights into how you can better position your company for future growth. Some of those important insights include percentage of registrations by category, or people that register their RV as a vehicle.

Include how large your market share is. It's important to understand your market share because it is a key indicator of market competitiveness, which then enables you to judge total market growth or decline, identify key trends in consumer behavior, and see market potential and opportunities. Know what is selling in your area. This knowledge will give you a better understanding of where the market is and what products consumers are buying.

Leveraging your post data gives you valuable insights into how you can better position your company for future growth.



Key Takeaways

As the industry continues to expand, the RV consumer has become more digitally savvy. Working with marketplaces like RV Trader can ensure that your dealership easily integrates the newest trends into your marketing strategy to elevate your listings. We have the resources to help support your dealership's efforts to attract, engage, and convert. With RV Trader, data is at your fingertips to target buyers more strategically in 2024 and beyond.



Talk with one of our sales representatives today to understand where RV Trader can enhance and support your current marketing efforts!

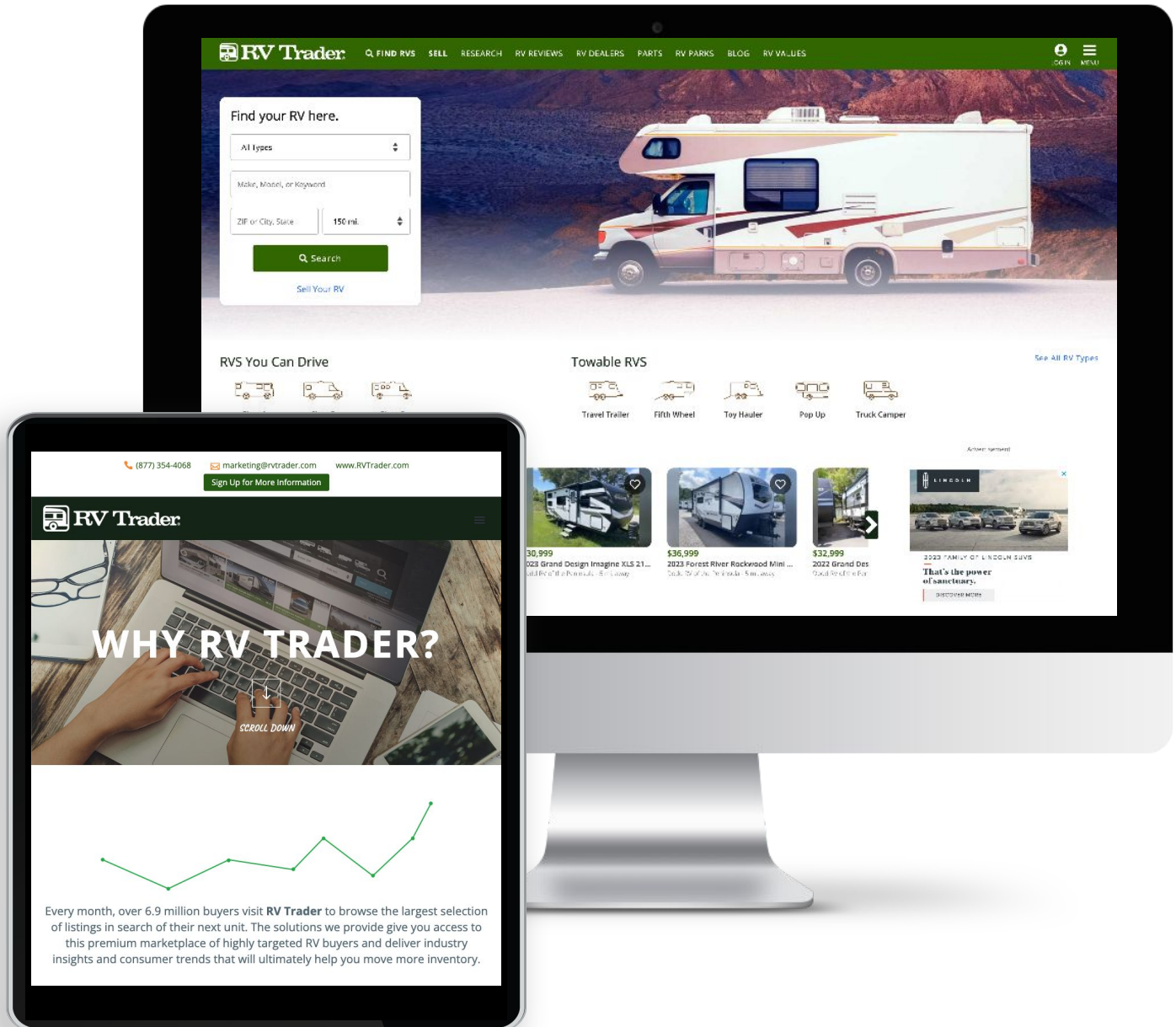


Contact marketing@rvtrader.com to learn more about how to leverage these solutions in your dealership.

Who We Are



Every month, RV Trader attracts an average of over 8.2 million buyers who come to us to browse the largest selection of listings in search of their next unit. The solutions we provide give you access to this premium marketplace of highly targeted RV buyers and deliver industry insights and consumer trends that will ultimately help you move more inventory.



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Learn More

Contact Us:

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Marketing@RVTrader.com

(877) 872-3373



We offer the largest audience of active and engaged in-market consumers searching for units they need for their lifestyle and livelihood - and provide the tools and solutions needed to attract, engage, influence, and convert them more effectively.

