



FOCAL POINT

STORIES TO SHARE WITH MAZDA OWNERS AND CUSTOMERS



INTERNET LEAD MANAGEMENT AND THE *CUSTOMER JOURNEY*

For Mazda, every *Customer Journey* represents a unique opportunity to illustrate the brand promise with a series of accelerated and elevated experiences, both online and in-store.

OUR CUSTOMER IS AT THE CENTER OF EVERYTHING WE DO

Mazda is dedicated to building strong bonds through products and experiences that enrich peoples' lives and make them happy. In pursuit of that goal, we put the customer first, striving to ensure they feel **Connected**, **Appreciated** and **Inspired** in every interaction with us — thus building their lasting **Trust** in the Mazda brand.



RESPONSIVE EMAIL: QUALITY & QUANTITY

- Quality content is more important than the speed of response; in fact, associates who respond with detailed, personalized email messages at 16-30 minutes close 24% **HIGHER** than those who respond in **under 15-minutes** with non-customized replies
- The average lead-to-sale time for leads generated by Mazda dealership websites is eight days
- Average dealerships send **four** emails per lead within the first five days. Exceptional dealerships send **three**, with **customized templates** and **personalized content** – again, quality over quantity
- Of all national OEM brands, Mazda customers are the **third-most-likely** to shop, submit a request, and purchase from a dealer online – 1) Acura 2) Infiniti 3) Mazda

READ THE LEAD

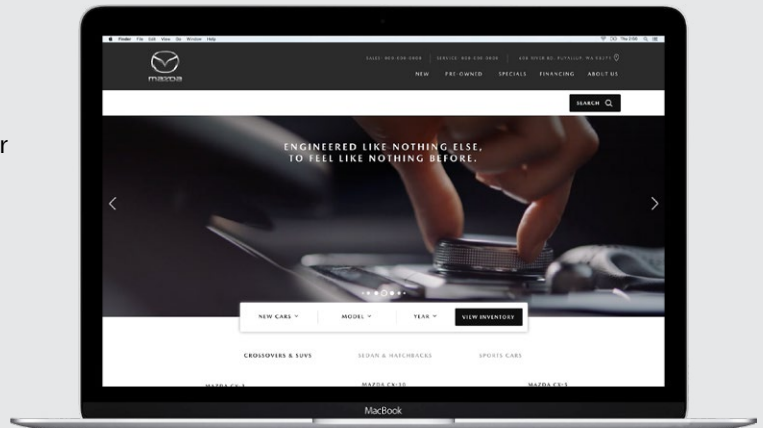
Sometimes you just need to know where customers are coming from, literally and digitally. Leads generated by customers visiting your dealership website are far different than those handed off from third-party partners; and that's why it's important to Read the Lead and optimize your process to respond quickly and effectively to all customers.

DEALERSHIP WEBSITE LEADS

Customers who request price quotes or appraisals from your dealership website are very advanced in their Journey. They've done some research; they've picked a model and they probably have a payment in mind — here's how you can connect those dots:

Best Practices:

- **Read the Lead** by paying attention to the details the customer provides
- Respond with concise, detailed and personalized information to show your potential customer you value and understand their needs
- Always provide price ranges when requested
- **Elevate the customer experience** with meaningful images or videos of vehicles and the dealership
- Stay focused on inventory and include a link to the Vehicle Detail Page (VDP) for reference

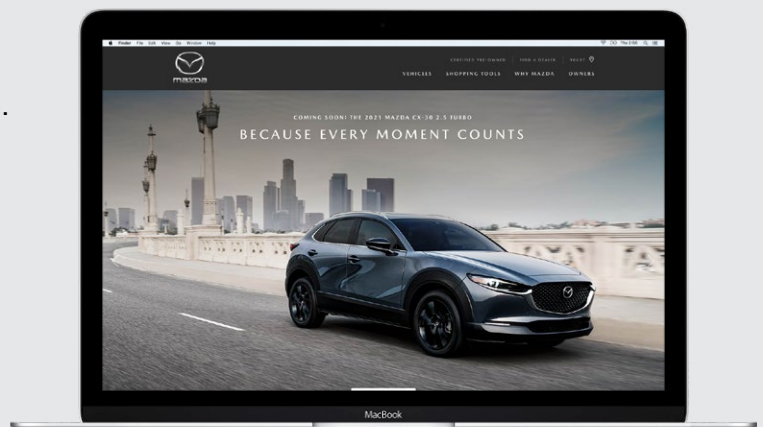


MAZDAUSA.COM LEADS

This is where national branding meets local experience. Keep in mind, these customers are still in the research phase and the lead-to-sale time is double compared to dealership website leads. It's also important to understand this stage of the online journey typically includes a build-and-price experience, followed by a local dealership selection option.

Best Practices:

- Respect the journey, visit the national site, [build a vehicle](#), follow the steps your customer takes as they choose trim levels, accessories and a local dealership
- Focus on needs assessment – make sure you have the right model and trim selected
- Confirm vehicle availability – be prepared to offer trim and color options
- Offer multiple appointments – ask questions to promote a dealership visit



THIRD-PARTY & TRADE-IN LEADS

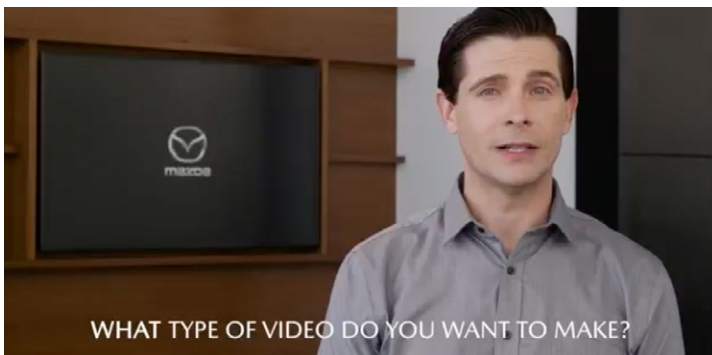
These customers are at the earliest point in their journey, and the lead-to-sale times can often be double or triple that of a typical dealership web site lead.

Please keep in mind, third-party customers are only shopping a segment at this point and have not landed on Mazda exclusively. They also won't be starting with a trade-in.

And that's why it's important to build the value of the Mazda brand with these customers and respect the fact they may not be ready to visit your dealership yet.

Best Practices:

- Respect the *Journey* – don't rush the process, build a relationship
- Establish a dialog – ask questions, offer options, keep the process moving
- Prioritize trade-ins – focus on the trade-in vehicle before presenting other options
- Offer multiple appointments – for trade-in appraisals and vehicle demonstrations
- Become an "Expert" – share your experience by offering links, product info and photos



MAZDA DEALER VIDEO TUTORIAL

Creating effective videos is easier than you think; it's all about being authentic and showcasing your dealership and inventory in a message that has real value to the customer.

The Mazda Dealer Video Tutorial offers seven different videos to help you get up and running with lighting, audio tips and other video production best practices.



Scan this code to access the seven-part Mazda Dealer Video Tutorial Smart Cards.

Note: you will be directed to an interactive version of Focal Point. Select the menu icon on the top right and click on "Top Selling Stories" to access this Smart Cards deck.



NEXT LEVEL SUCCESS

In addition to the leads covered in this Focal Point, digital retail tools are enabling more and more customers to start and even complete their purchase process online.

Mazda has embraced the future of digital retailing by developing the Ultimate Mazda Experience (UMX), and creating opportunities for dealership participation in this comprehensive solution that blends the best of online and in-store processes.

[Visit the UMX page for more information](#)



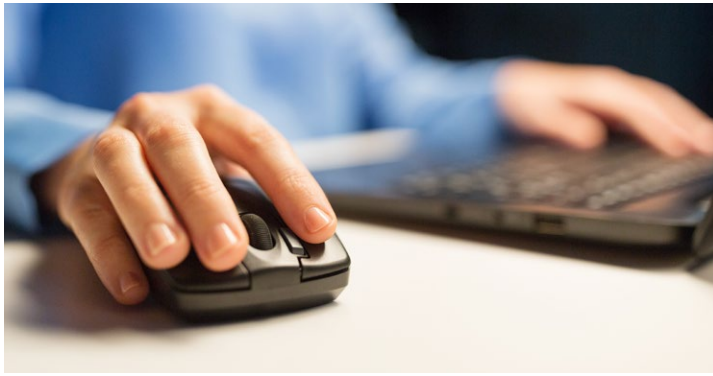
SOCIAL MEDIA TIPS

Social media is a great way to build trust, showcase your personal brand and stay in touch with customers. Below are some general tips to get the most out of your social media efforts:

- Post like a pro, use proper grammar, and be consistent in your messaging across social media platforms
- Share dealership updates, bios and photos to “share your story”
- Make positive comments on other posts and conversations
- Send birthday and anniversary messages
- Post/publish relevant stories, photos and videos
- Keep all accounts updated
- Consistency is key across all platforms, and with all messages

NOTE: Be sure to follow your dealership's social media policies and guidelines as well.

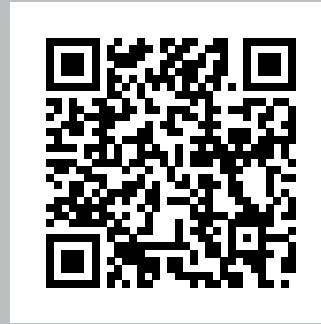




WORKABLE TEMPLATES

Workable Templates not only save time, but also help you establish a consistent response format and interactive checklist. Select and download the PDF document below for sample templates and a pre-built checklist for each lead response.

[Workable Templates](#)



Scan this code to access the **Workable Template Highlight Video**.

Note: you will be directed to an interactive version of Focal Point. Select the menu icon on the top right and click on "Top Selling Stories" to find your video.

TEMPLATE TIPS

With every lead, the objective is to provide a First Quality Response (FQR) within 30 minutes. As a sales team, you should work together and pre-build a series of customized templates, one for each source – and each template should include answers to each of these important, questions:

- Why buy from Mazda?
- Why buy from your dealership?
- Why buy from YOU?

1. Do not use different fonts or font sizes and avoid obvious cut-and-paste issues.
2. Find alternatives to the standard, "Dear Customer" opening, and try to make it personal and visual. Using "Hi" or "Hello" is preferred. For example, "Hi Tessa, we have the red CX-30 you are looking for."
3. Avoid template-looking headers or graphics that give the message an impersonal, mass-mailer look.
4. Make sure the sender name and email signature match, otherwise your email may get flagged as SPAM.
5. Plan for the next steps, and avoid open-ended phrases such as "Let me know." Try ending with a question so the customer responds back.

QUESTIONS?

Contact us at focalpointfeedback@mazdausa.com • Visit the [Focal Point archive](#) for more information