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# Steering to success

5 essentials  
for marketing EVs



## Introduction

# Remember when the electric vehicle market consisted only of milk floats and the Sinclair C5?

Fast forward 30 years and we have a growing consumer electric vehicle (EV) boom on our hands.

Today, EV sales are accelerating at Tesla Model S Plaid speeds.

In fact, **data from SMMT** show that registrations of new EVs in the UK increased by a whopping 76% between 2020 and 2021.

It meant that, for the first time ever, EVs took a higher market share than diesel cars. So, what does that mean for those tasked with marketing EVs to potential new customers?



In this e-book, we're giving away our top five action points for a range-topping EV marketing strategy.

# 1 Become an EV expert

As EVs flood the market, they bring a whole new way of thinking about buying, driving, and living with cars.

Where internal combustion engine (ICE) vehicles could be marketed and sold on many different technical aspects, the selling points for EVs are largely focused on software updates, infotainment systems, and internal and external styling.

**It's crucial for dealers to become the go-to experts on all things EV. Here's how:**



## Build your internal resources

Now's the time to start **building a library of EV resources to share with your team**. There are some great websites and social media channels where journalists, customers, and enthusiasts share their thoughts on EVs. It gives a good insight into what your customers may want to know about EVs.

These resources are the sort of information your teams should be soaking up and using to **help them guide customers through their first EV purchase**.

And with many of your potential customers using these resources themselves during their research, you need to be on top of what information is out there to understand how customer opinion is being formed.



## Mind your language

Switching from marketing ICE cars to EVs (and back again) can be tricky. But it's crucial that your teams are familiar with the language of EVs.

**Build a glossary of EV terminology for your team – covering issues like charging technology, range, battery life, and 'over the air' software updates.**

The more that these terms and others are known and understood by your team, the more likely your dealership will be seen as the experts in the field.



## Designate EV 'gurus'

In an ideal world, all your people would be EV experts. Think of the Apple experience, where you can walk into any store, speak to any member of staff and get the information you need about any of their products there and then.

This isn't feasible for every automotive business right now. But what dealers can do is **designate an EV 'guru' at every showroom**. If a customer asks about buying an EV, your guru can jump on the enquiry – whether in-person or via a scheduled web or video call at the customer's convenience.

If there's scope within your dealership to **build a central resource for EV enquiries**, even better. Customers enquiring about EVs can be funnelled through website live chat and phone calls into one place, where your EV gurus can answer their questions. This way, timely responses can be guaranteed, while **a more consistent experience will help build customer confidence in your EV offering**.

## 2

### Set a route for showroom success

Today, dealers and manufacturers are moving to a more digitally focused retail experience. But when a big-ticket purchase like a car is involved, the in-person experience can never be replaced.

Even automotive's digital pioneers, such as Tesla and Polestar, still need 'retail' spaces to allow customers to view and test drive their cars.



But when it comes to the showroom experience, you need to stand out if you are to capture potential EV buyers' hearts and minds.

#### Train your team for success

Once you have your EV resource library shared among your team, it's time to formally train them to deliver the best experience for customers.

In many cases, the benefits and key features of EVs aren't communicated effectively to potential new customers. Negative opinions and misinformation spread online and customers get swayed by comments sections and social media.

Give your team the confidence to answer customer queries, create super-informative EV marketing content, and be the go-to experts that customers can rely on. That way, customers will come to you for information first and foremost.



## 2

### Set a route for showroom success

Help buyers transition from an ICE way of thinking

For many first-time EV buyers, the transition away from their traditional petrol or diesel car can seem daunting. It should be your aim as a dealer to make this big step as pain-free as possible for your customers.

Use the showroom experience as an opportunity to reassure customers about life with an EV. You already know that charging and range anxiety are the biggest concerns for customers looking to move to an EV. Use the face-to-face opportunities the showroom affords to proactively educate customers on, for example, what it's like to road trip an EV.

For an above-and-beyond experience, **use free apps like A Better Route Planner on mobile devices** in the showroom to demonstrate to EV customers exactly how you can plan journeys and find charging stations.

#### Deliver memorable in-person experiences

Where the likes of Tesla and Polestar do well is that their buying experience is memorable. Visiting an open-plan, Apple store-esque retail space and **being treated to a one-to-one demo of a car, test drive, and Q&A session leaves a lasting impression on potential EV buyers.**

The takeaway for traditional dealers here is to make sure they are dedicating enough one-to-one showroom time with EV buyers as possible. First time EV customers will have many questions and concerns, and **they need reassurance that their move to an EV is right for them.** This inevitably requires an even more attentive service from your showroom team.



# 3

## Perfect the digital experience

Automotive dealers now have a great opportunity to own the digital part of the EV buying journey. In today's online world, customers spend vast amounts of time researching their purchases online before they take action.

YouTube videos, online articles, social media content, and forums all play a major role in an EV buyer's research.

With such a hefty part of the buying journey now conducted online, it really is time for dealers to **focus their marketing budget on building stand-out digital resources.**



It's your chance to own the EV buying journey and become the trusted, go-to place for reliable information about EVs.



## Bring your EV portfolio together online

For larger dealerships, there's the opportunity to demonstrate a broad range of EVs to cater to different market segments.

For example, **Waylands Group** has brought its Volvo, KIA, and MG offerings together on its website to showcase a range of EVs for upper, mid, and lower-tier customers. It means customers can see at a glance which EV might be most suited to their budget and their lifestyle.

The key here is **making the website experience as streamlined as possible.** Signposts to each brand should be instantly visible on your homepage, alongside links to educational content about owning an EV. The more you can put **useful, compelling content directly in the path of incoming EV buyers,** the more you will retain their attention – and ultimately, secure their sales.

### 3 Perfect the digital experience

#### Cater for the digital generation

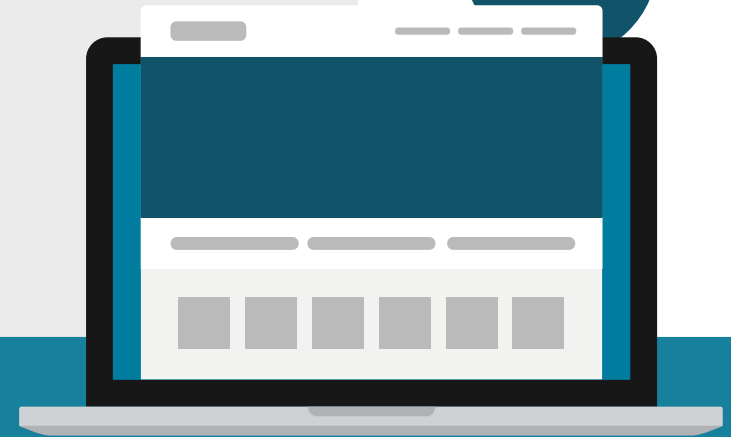
Today's car buyers are far more tech-savvy than they once were. They demand seamless digital experiences, as well as digitally enhanced, in-person experiences.

**Always-on, digital points of contact such as webchats and video calls are essential requirements for today's consumers.** They will no longer wait to visit your showroom to ask their questions – they want immediate answers. And if you're not available to answer them, they'll look elsewhere.

Like it or not, customers are now accustomed to the immediacy of service that brands like Amazon can offer. And more and more, they expect the same to apply to bigger ticket purchases, too.

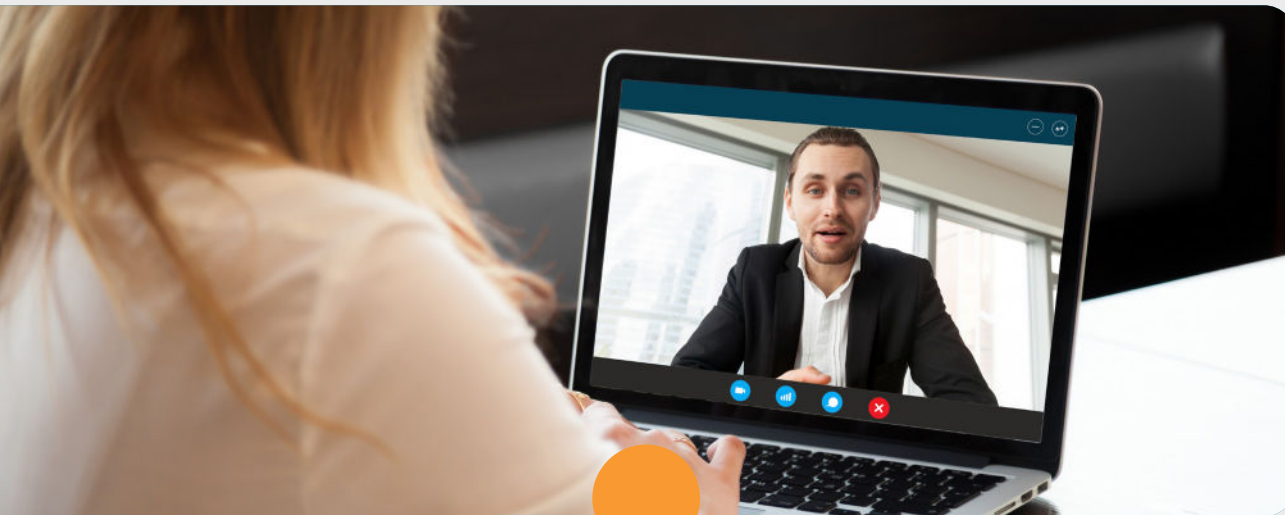
#### Build an online EV resource superhub

If you want potential customers to see you as the first choice in EV sales, you need to create a compelling and attractive place for them to do their research.



This might be as simple as collating all your EV resources together into your blog. **Or going a step further and creating a dedicated support section for EVs on your website.**

What would be really useful for prospects is a specific area – easily accessible from your website's main navigation – dedicated to explaining the key concerns customers have about owning an electric vehicle.





# 4

## Build a future-proofed marketing strategy

As more and more brand new EVs hit our roads, dealers need to look to the future and consider how they will market and sell their new and used EV portfolio. But what's the context around it? How can you do better?

Research in the US has shown that current EV owners almost always consider buying another one and won't revert back to buying an ICE car.

This means dealers have a unique opportunity to capture data on current EV sales and use it to their best advantage when looking for opportunities to sell used EVs.

## Get good at spotting potential EV purchasers

This is where your marketing analytics tools will come into their own. Data gathered from customer interactions with your brand – including visits to EV-specific web pages, phone enquiries, webchats, and more – can indicate if a prospect is a likely EV buyer.

Tools such as **Speech Analytics** can help you quickly – and automatically – identify when a customer is calling you to make an enquiry about an EV. Over time, you can build a bank of data on these particular customers to better understand their buying behaviour and the best way to market EVs to them.

# 4

## Build a future-proofed marketing strategy

### Segment and map customer behaviour

As you build your EV customer data bank, you can begin to segment and map their buying behaviour and buying journey.

You need to be at a point where you have an in-depth understanding of their preferences and needs, including:

- ✓ The online and offline channels through which they prefer to do their research
- ✓ The issues that make them consider an EV as their next car
- ✓ The concerns that might stop them from buying an EV
- ✓ The online and offline sources of information they trust
- ✓ What their decision-making unit looks like – is it just one member of their household who decides, or is it a joint decision? What other factors affect their decision to buy?

Once you have a strong grasp of these areas, you will be in a great position to address the marketing needs of your EV customers. You'll be able to create more compelling content that answers customer concerns. And you'll know exactly how to find them and serve them your marketing messages at the right time.



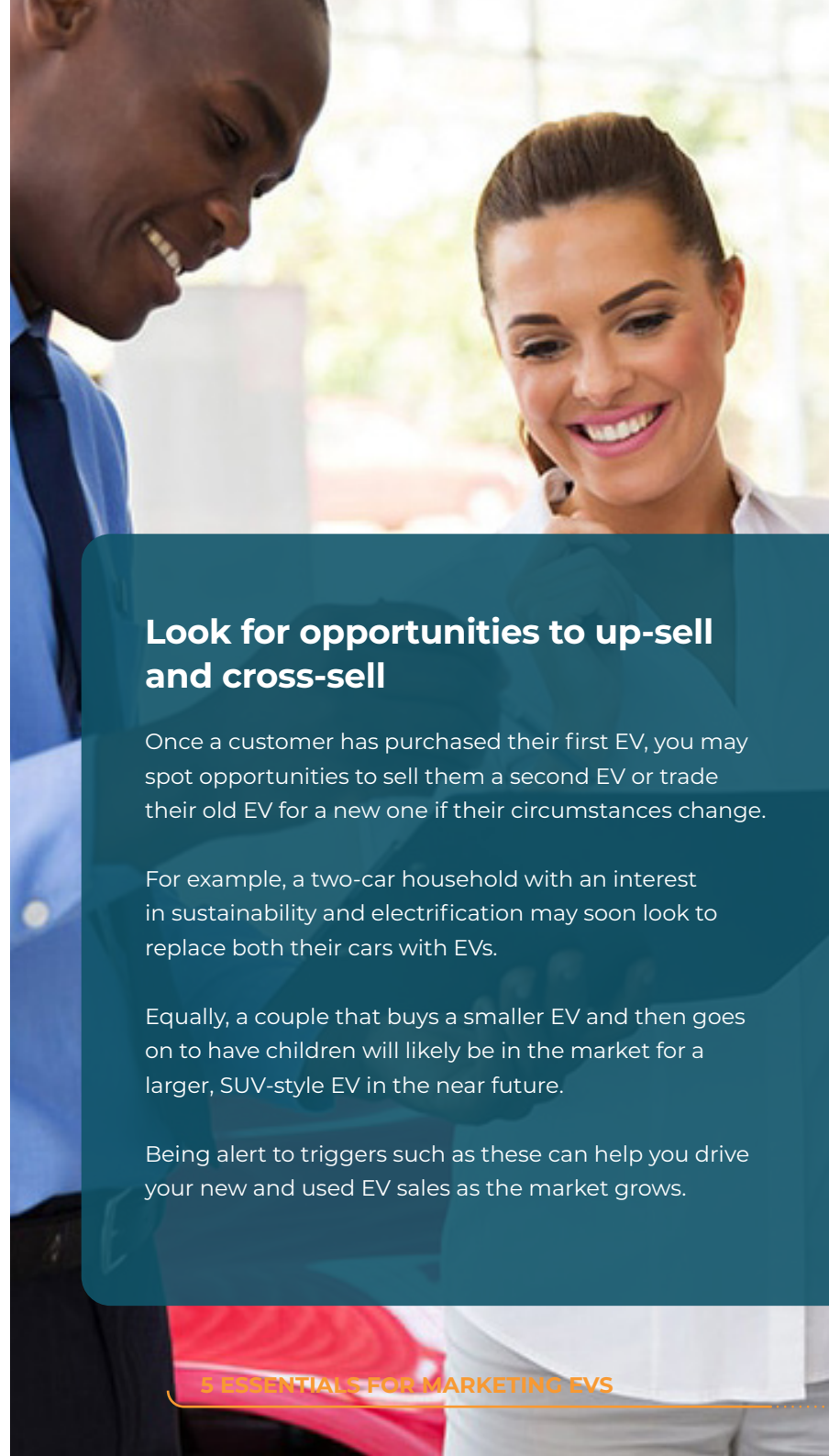
### Look for opportunities to up-sell and cross-sell

Once a customer has purchased their first EV, you may spot opportunities to sell them a second EV or trade their old EV for a new one if their circumstances change.

For example, a two-car household with an interest in sustainability and electrification may soon look to replace both their cars with EVs.

Equally, a couple that buys a smaller EV and then goes on to have children will likely be in the market for a larger, SUV-style EV in the near future.

Being alert to triggers such as these can help you drive your new and used EV sales as the market grows.



## 5 Learn and repeat

As all good marketers know, a strategy isn't a strategy unless you build in time and resource for measurement, analysis, and learning.

In fact, it's more important than ever to learn from the unique challenges of marketing EVs. As a dealer, you will be uniquely positioned to gather hugely valuable insights into EV buying behaviour and customer preferences. Here's how to put it to good use:

### Pinpoint your tracking requirements

Gathering marketing data has never been more important than when it comes to EVs. It's a brave new world out there and **you'll need plenty of insight into customer behaviour in order to deliver successful EV marketing campaigns.**

Start with your website and make sure you're able to track and report on visits to EV-specific pages and sections. Do people spend more time reading your articles about charging, or do they mostly watch videos about infotainment systems? Knowing this will help you develop better-targeted content in the future.

Ask yourself: where do people go from here? Do they pick up the phone to make an enquiry? Do they open up a webchat? Either way, you need to make sure you're **tracking and gathering data on every customer interaction, including calls.**

### Use analytics tools to drive decision making

All marketing decisions should be based on data (of course we're going to say that!). But with measurement tools like **Mediahawk**, there really is no excuse not to scrutinise every aspect of your marketing effort and make adjustments to improve campaign ROI.

For example, with **Speech Analytics**, you can build a very clear picture of customer intent by identifying keywords or phrases spoken in conversations. What's more, it can help you cut wasted marketing spend on calls that aren't generating revenue.

Four analytics tools your tech stack needs for better marketing decision making

#### Google Analytics

It's an obvious one, but you'd be amazed how many marketers overlook this great, free tool. For a basic view of your **website's performance**, it's a must-have piece of kit.

#### Google Search Console

When you need to take an in-depth look at how your website content is performing, Search Console is your friend. It'll help you understand how your website is ranking for those all-important EV keywords, too.

#### Mediahawk

It's important to remember that the most popular way to contact a dealer is still by phone – especially if they have specific questions that need answering. It means a huge amount of customer interaction happens over the phone, so you need to be monitoring what happens during those calls.

#### Hotjar

With your shiny new EV content taking pride of place on your website, you'll want as many people as possible to see it. Website heat mapping tools like Hotjar can tell you if your content is getting the love it deserves, or whether it's slipping into obscurity.



## The EV marketing lowdown

In summary, successful EV marketing requires a strong culture of learning, a focus on building the digital experience, and a deep dive into analytics and customer insight.

Here are the key points:



### Become an EV expert

- ✓ Build a library of internal resources
- ✓ Mind your language
- ✓ Designate your EV 'gurus'



### Set a route for showroom success

- ✓ Train your team for success
- ✓ Help buyers transition from an ICE way of thinking
- ✓ Deliver memorable in-person experiences



### Perfect the digital experience

- ✓ Bring your entire EV portfolio together online
- ✓ Cater for the digital generation
- ✓ Create an EV resource super hub on your website



### Build a future-proofed marketing strategy

- ✓ Get good at spotting potential EV purchasers
- ✓ Segment and map customer behaviour
- ✓ Look for opportunities to up-sell and cross-sell



### Learn and repeat

- ✓ Implement solid measurement practices
- ✓ Use analytics tools to drive decision making

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## About Mediahawk

Mediahawk combines technologies like call tracking, marketing analytics, and conversational AI to help marketers achieve their most ambitious goals and overcome their biggest challenges. We're dedicated to supporting marketers as they demonstrate the impact of their strategies and optimise their plans to deliver meaningful ROI.

Our platform, experts, and **Client Excellence Programme** are trusted by more than 4,000 marketers in organisations of all sizes and sectors.

[Learn more about Mediahawk](#)



Let's talk about your challenges

**020 3131 8628**

We'd love to hear about your objectives and challenges, and discuss how call tracking can help you achieve your marketing goals. Get in touch today to start the conversation.

[mediahawk.co.uk](https://www.mediahawk.co.uk)