

mediahawk



Automotive trends report

Marketing trends 2023

SPRING EDITION



Introduction

“We’ve gathered up the latest insights and market trends* to guide your automotive marketing strategy.

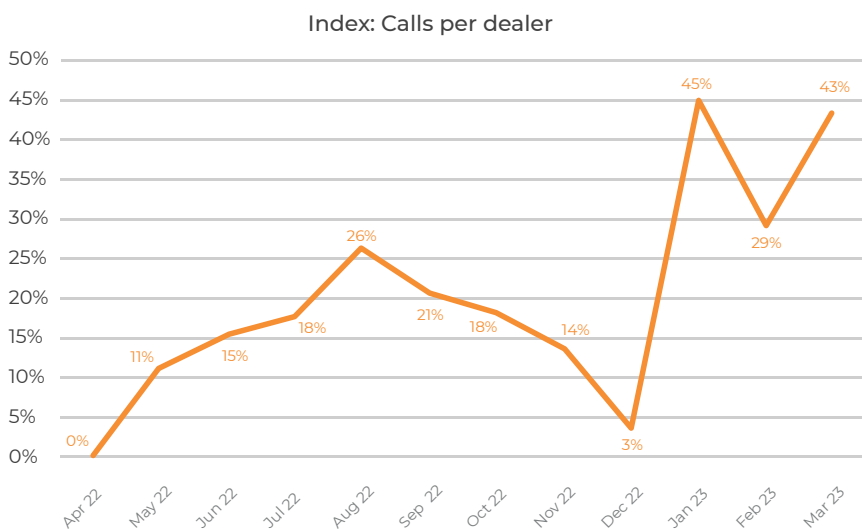
Based on anonymised data from Mediahawk’s **call tracking software**, this report will help you understand what’s working and what isn’t for the automotive industry.

Read on to discover the **four key trends** automotive marketing teams need to know right now.”



Harry Bott, Director at Mediahawk

*Data reporting period from April 2022 to March 2023. Year-on-year comparisons are for March 2022 vs March 2023.



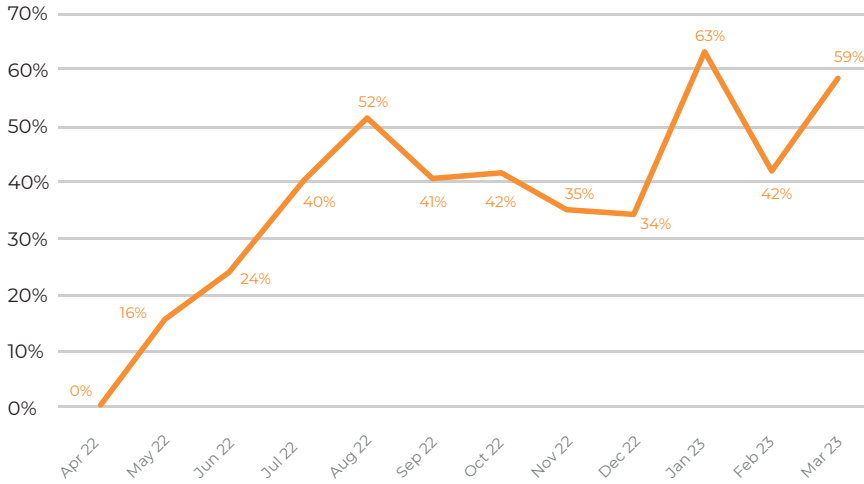
Dealer calls are up

Moving from spring into summer saw an increase in calls per dealer, then a sharp decline in December.

Call volumes peaked in January, with a healthy number of calls to start 2023 – delivering **22% year-on-year growth**.

Note: Total calls includes all calls to dealerships, whether they came from a dealership website, referral site, directory, event, or social media etc.

Index: Website visitors per dealer



Growth in website visitors per dealer

The total website visitor figures include all calls originating from dealership websites – whether the calls occur during a website visit or afterwards.

Year-on-year data shows that the number of website visitors per dealer has **grown by 45%**.

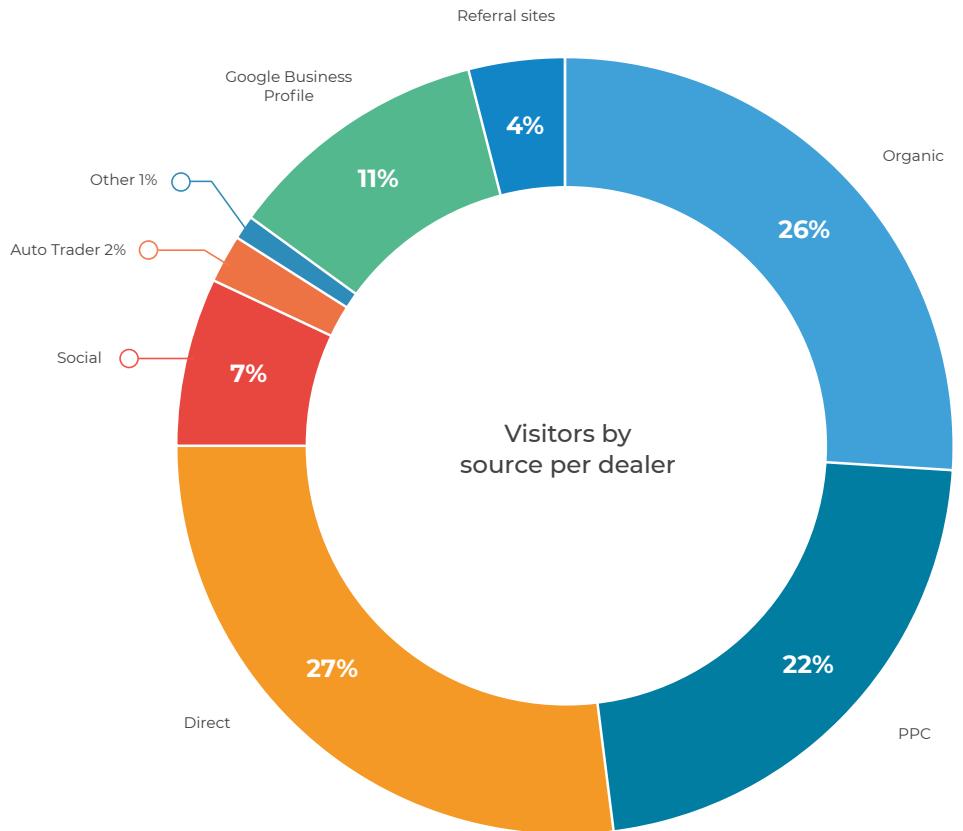
The trend through 2022 and into 2023 shows an increase in visitors from spring to summer 2022, with a slight decline then a spike in January 2023.

Organic and PPC play crucial role in acquisition

Our data shows that the role organic sources play in website traffic acquisition has increased by **73% year-on-year**.

PPC brought in nearly a quarter of all visitors, but grew by just 3% year-on-year.

Social media (129%), Google Business Profile (169%), and Auto Trader (98%) have all seen significant year-on-year growth.

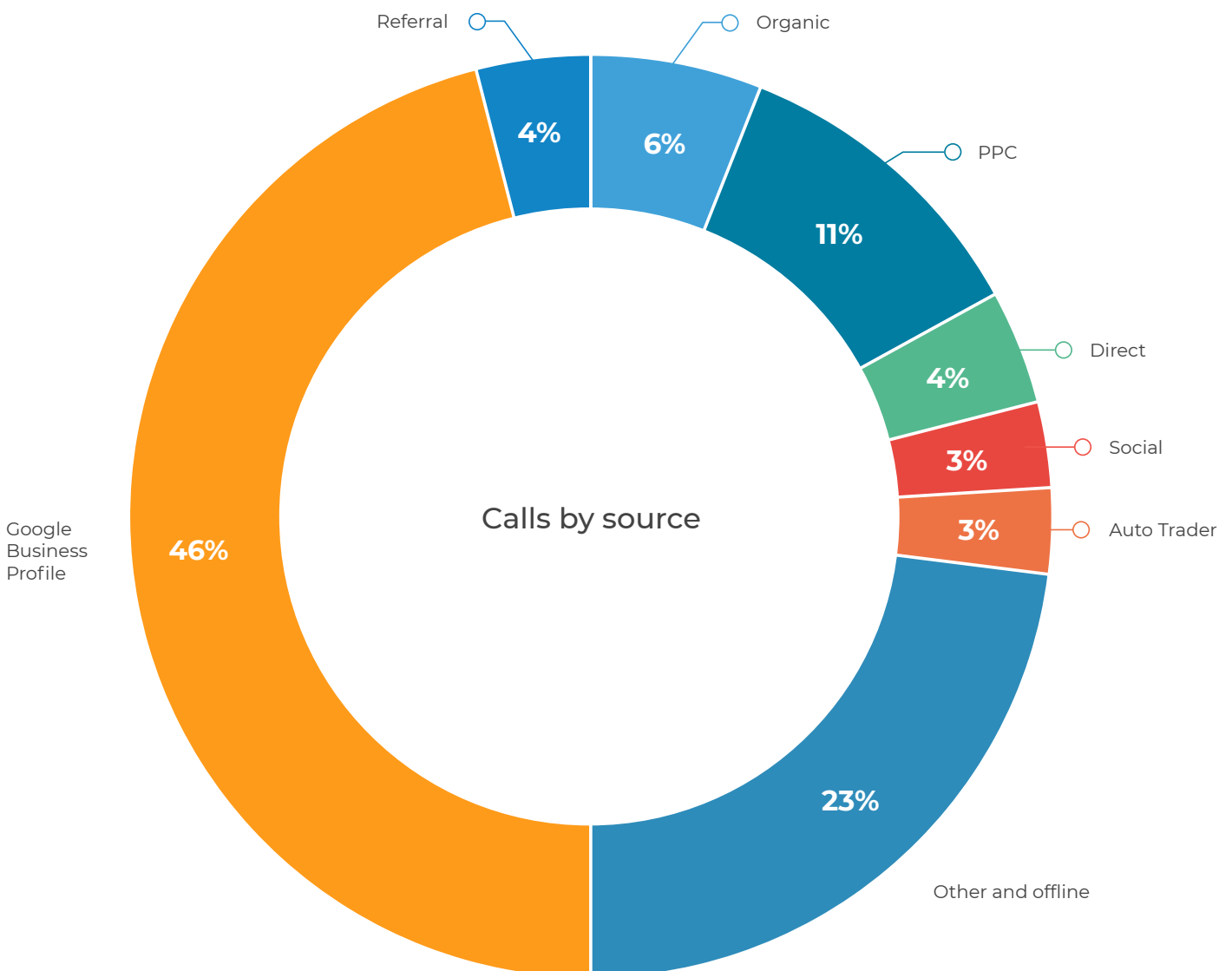


Almost half of calls come from Google Business Profile

Google Business Profile (GBP) plays a significant role in calls – almost half of calls to dealers are made either from a Google Business Profile search, or from a dealer’s website. However, year-on-year growth for GBP was just 6%.

Organic and PPC only make up 17% of all calls, but they are key drivers for website visits. The number of calls from social media has grown month-on-month, with a significant spike in January.

Auto Trader saw a decrease in calls year-on-year, but looks to be increasing since the start of 2023.



Summary

Key trends you need to know

Our data shows four key marketing trends that automotive marketers should be aware of right now:

- 1 Throughout 2022, there's been a smooth arch of calls, increasing from spring to summer, and then decreasing to the end of the year. January saw a peak of calls, with volumes remaining high since.
- 2 Visitors to dealerships steadily increased from April to September. From there they remained steady, with a slight fall before January 2023, when there was another spike with volumes remaining positive into 2023.
- 3 Organic is king for driving website traffic. However, Google Business Profile and social media are increasing in importance – although the numbers are small in comparison.
- 4 For driving calls, Google Business Profile is crucial. It brings in almost half of all calls to dealerships, though year-on-year growth remains low compared to organic and social sources.



“ Since January 2023, we have seen a strong increase in telephone calls and website visits, with a particular trend towards the use of organic and social channels to drive calls into dealerships. ”

Harry Bott, Director at Mediahawk

Want help to benchmark your dealership against the industry?

Contact us today and see how Mediahawk can help you.

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