WeHaa AutoDeals

PROMOTIONS & EVENTS

Case Study Seattle SUV Event
**CHALLENGE:** How do publishers provide cutting-edge quantifiable digital solutions to their local auto dealers without incurring big investments in revenue and resources?

- OEMs are making it loud and clear to local dealers to shift their budget over to digital. One of our publishers reported a local dealer flipped their budget from 75% print / 25% digital last year to 25% print / 75% digital this year.

- End of Year Clearance Event, Memorial Day Savings Event, Truck & SUV Clearance Sale, you name it – your local auto dealers have budget for these types of events.

- But how do newspapers provide an online and print campaign for these year-long events while staying within budget, creating the technology, design, SEO, and still have large profit margins?
We are going to show you a brand new way to host virtual or physical events and promotions using The Seattle Times SUV Sales Event.

The Seattle Times used WeHaa’s turnkey, feed-less inventory integration and reverse publishing system.

- Hands-free for both publishers & local dealers
- Turn-around time to create an event about 2 weeks
- Resell profit margin approx. 300%!
Every event starts with the feedless integration of the participating dealers' sale inventory. The real power is that the inventory can be filtered in any way to match the event's needs – new and/or used, specific makes, price, etc.

In this case, WeHaa filtered all of the SUVs from each dealer.

The inventory was displayed on a themed landing page.

- Dynamic Inventory Sliders
- Mobile Responsive
- Dealer Specific Landing Pages
A complete set of print and digital ads were provided to the publisher.

The Seattle Times placed teaser ads in their print newspaper to start building interest from their readers.

Teaser ads and drop-in ads were also placed throughout their website and auto vertical.
We created a branded shopping destination [landing page] for each participating dealer. All of the dealers' new, used or “promotional” inventory were imported daily.

- Landing Pages are mobile responsive across all devices and SEO optimized.
- A user can shop by make, model, year, body style, etc.
To kick off the event

We created a set of inventory banner widgets and a full-page, print-ready pdf.

The full-page pdf was generated using WeHaa’s system and featured 5 vehicles chosen by stock number from each local dealer. The 5 vehicles were imported the day before the event launched to make sure they were still on the lot.
Inventory widgets were placed throughout their website including the home page and local sections.

Widgets are a great way to engage your passive readers. The more exposure they get, the more success your event will achieve.

75% of VDP clicks come from Widget traffic.
DYNAMIC WIDGET BANNERS

Here’s an example of a dynamic widget banner on the home page of The Seattle Times.
The event was SEO optimized with custom metadata packages for each dealer and brand. Our system also creates dynamic keyword phrases and cross-links.

SEO starts indexing within 24 hours to help drive organic traffic to your autos promotions.

“The Seattle Times SUV Sales Event” phrase was showing up in the #1 organic position for The Seattle Times in 48 hours.
Dynamic Facebook Ads!

FACEBOOK GEO TARGETED ADVERTISING

We invest a portion of your cost into geo-targeted, dynamic Facebook advertising.

We pull the dealers inventory into professional, eye-catching ads that are responsive across all devices.

The dynamic ads targeted Seattle-area Facebook visitors shopping for autos and automatically displayed vehicles they recently viewed.
Advanced reporting utilizes Google API analytics data.

Reports will show your dealers VDP clicks and where each click went.

We also tie in sales data from your clicks utilizing WeHaa’s Smart Reports.
WeHaa’s Advanced Dealer Reports include detailed data from the event, including dynamic Sliders and graphic Barker banners.

Dealer reports show pageviews, vehicle impressions, VDP clicks & number of cars sold that were clicked.
The numbers don’t lie

ADVANCED REPORTS

The reports show all vehicles that were clicked and sold during the event.
“The Seattle Times has had tremendous success partnering with WeHaa. In addition to having WeHaa run our Seattle Times Auto site, we have successfully held several automotive promotions that have given us leverage with customers in this highly competitive segment.

We ran three successful digital promotions with WeHaa, focusing on end of month sales for our dealers. WeHaa handled the back end seamlessly, providing landing pages, SEO and Facebook promotion, so that all we had to do was provide the promotion in the Seattle Times and on seattletimes.com.

At the end of each promotion, we were able to show our dealers the traffic that we drove to their sites and the total number of VDP views. In addition, we were able to provide analysis that showed the dealers how many cars they sold off of these promotions.

WeHaa has been a great partner, always offering solutions and helping to make these promotions turnkey.”

Kelly Hulin
Regional Sales Manager
www.seattletimes.com
The Seattle Times
Your newspaper has created a great brand over the years. Promotions & Events help you take advantage of your brand equity and puts the power back into your hands.

Publishers can earn revenue year-round:

- **CALENDAR EVENTS**: Presidents' Day Sale, Memorial Day, Fourth of July, etc.
- **POPULAR EVENTS**: Black Friday Closeout Event, Tax Return Clearance Event, Tent Sale
- **OUTSIDE-THE-BOX EVENTS**: SUV Sale, Truck Sale, Rev-up the Savings Clearance Event
- **ONGOING PROMOTIONS**: Vehicles Under $15k, Hot Wheels of the Week
Thank you for your time
Let us know if you have any questions or would like to get your own promotion in action!

weHaa.com