



HOW TO MASTER THE THREE D's:

DEMAND, DATA, & DIGITAL TOOLS





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Agenda

1

What is the current **Demand** for RVs?

2

What does the **Data** tell us about consumer shopping patterns?

3

What **Digital Tools** can help us capture leads and close sales?

A photograph of a white and blue travel trailer parked on a paved site next to a body of water at sunset. The sky is orange and yellow with some clouds. There are large trees in the background and a picnic table in the foreground. The trailer has its entrance open with a small ramp. In the top left corner, there are two overlapping squares, one orange and one green.

RV MARKET DEMAND

What does the RV industry look like?

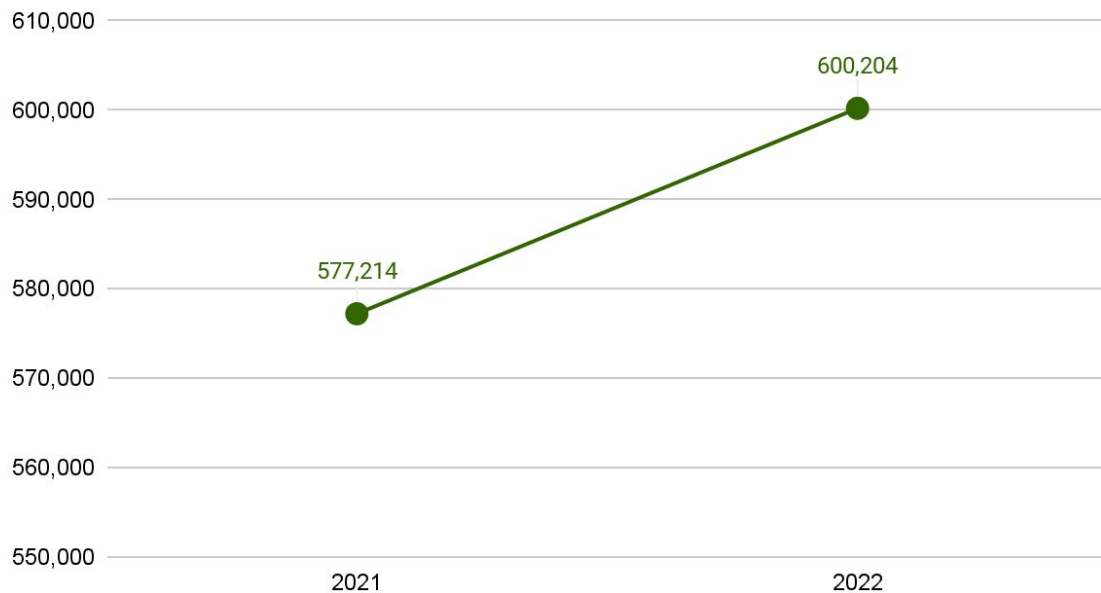
RV Units Sold per year



2021

This demand is only Gearing Up

Future Wholesale Predictions



The 2020 Effect on the RV Industry

- 1 **Great American Outdoors Act**
- 2 **Work From Home**

Young families able to travel and work more
- 3 **High value and priority on time spent with family and friends**



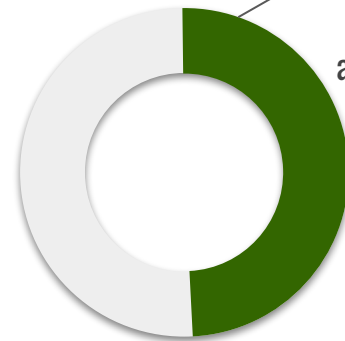


RVs Have Never Been More In Demand

80%
Interested in
purchasing a
unit



48%
Of them
already own
an RV



Who is the current RV Consumer?



1
Full-Timers



2
Weekend Warriors



3
Family Funsters



4
Adventurer



5
Retiree



22.8% ↑

increase in New Visitors in 2021 over 2020

Who is the **New** RV
Consumer



3.95 Million

New Monthly Visitors to RV Trader in 2021

Younger RVers belong to **Gen Y** & **Gen Z**

Don't Forget About the Millennials & the Zoomers

The Gen Y and Gen Z populations are leaping into the RV world. These emerging RVers are crucial to draw in – they'll not only be the most **powerful buying groups in the next 15 years**, but they'll also be the generations to carry on the love of RVing.



Younger consumers spending more.



Millennials & Gen Zers
are **joining the RV world.**



7.5%

of all **new** RV buyers in 2017
were under the age of 34¹

9.3%

of all **new** RV buyers in 2021
were under the age of 34¹

23% ↑

in the number of **new** RV
buyers under the age of 34
in just four years¹



Record-high demand and low supply has created **an industry-wide inventory shortage**. Major manufacturers are being affected by the impacts of COVID-19.



Impacts Felt by Major Manufacturers

Forest River has had to **shift** its manufacturing strategy due to material shortages, unavailable parts, and unreliable global transportation.



How to Master the Demand with Limited Inventory



Create Experiences

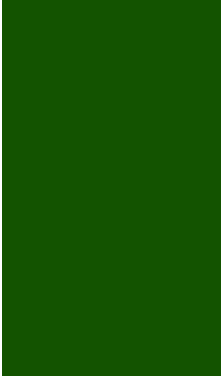


Offer Pre-Orders



Inventory Acquisition



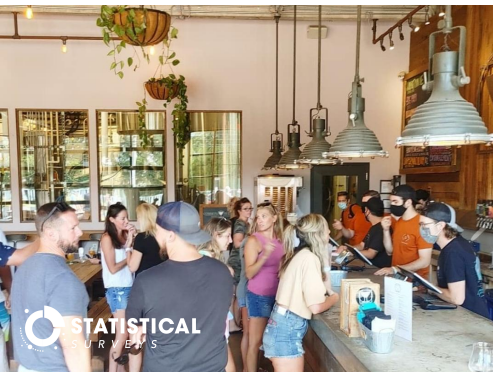


Keep Potential Prospects Engaged

Play Up the RV & Camping Life

- ✓ Blog & Social Media
- ✓ Dealership Events or Open Houses
- ✓ Partner with Local Business

Create Experiences



Offer Pre-Orders

Inventory is limited, so allow your consumers to tour the units that they may be interested in and pre-order the unit that is best for them and their needs.



We offer a Pre-Order Tag for to all RV Trader Dealers

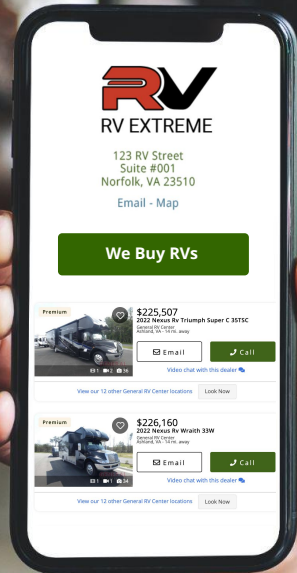
Inventory Acquisition

✔ Promote that you Buy Units or Take Trade ins

- Website
- Retargeting
- Banner Ads
- In-Store Signage

✔ Tag your listings with “We Buy Units” or “Trade Ins Welcome”

✔ Leverage your past buyers with email offers to buy their units





RV MARKET DATA

What is the Data telling us about consumer shopping patterns?



**Demand has increased, but
what is our data showing us
about consumer behavior?**

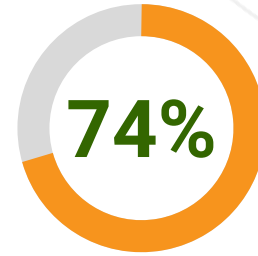
**This isn't the same consumer
of 5 years ago**

Data shows us this consumer:

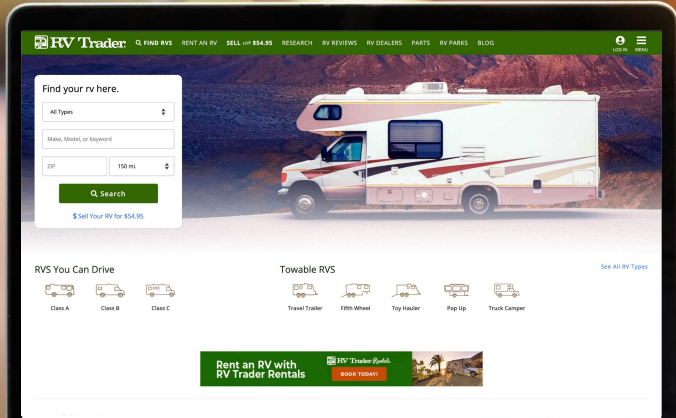
- ✓ Researches Differently
- ✓ Communicates Differently
- ✓ & Ultimately Shops Differently



Time Spent on Research



of motivated buyers spend
6+ months researching their
next unit¹



Researching Differently

59% of RV shoppers start their search on RV Trader or other classified sites¹



Less than **10%** of RV shoppers start their search on a dealer website

Takeaway Tip:

With limited inventory more and more consumers are relying on marketplaces to see all the the options available to them in one place

¹Hotjar 2021

The need for Expanded Communication

Shopping behaviors are different, but so
are interaction behaviors

7.3% Increase in connections Year-to-Date



Phone



Email



Text



Chat



Social

25K+ leads sent to dealers from social media

Takeaway Tip:

Take advantage of all communication channels that a marketplace offers in order to capture each generation and their communication preferences

People are purchasing
big items online.




of RV consumers are comfortable with purchasing an **RV online**

Their Reasoning:

- ☐ Convenience
- ☐ Price
- ☐ No Hard Sell from a Sales Rep

What does all of this mean for your dealership?



01

Consumers are spending more time researching, so you need to ensure you are included in that research

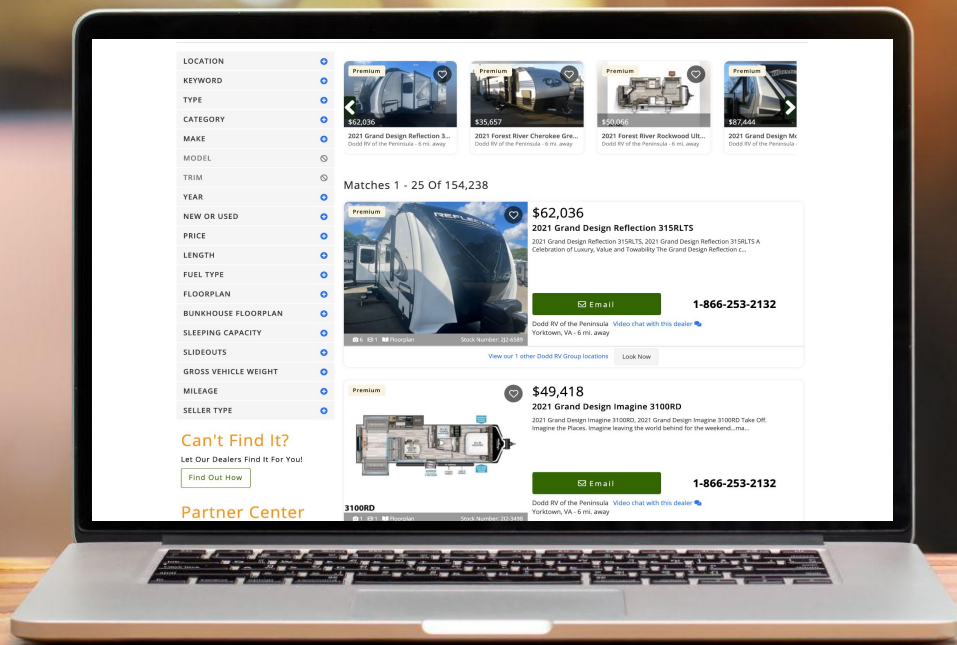
02

Because they are spending more time researching, their communication with you is going to look different

03

And this overall is changing the way consumers are shopping, adapt now so you aren't caught behind

Takeaway Tip: Get **P.A.I.D.**



P

Price

A

Appear

I

Images

D

Description



DIGITAL TOOLS

How do you meet the demands of the online RV consumer?



As our consumer
changes, we need to
be ready

In only **90 days**, COVID-19
pulled e-commerce penetration
forward by **3-5 years**.

...due to this we have a plethora of **new digital tools** we need to adopt in our dealership so we can meet the demand and appeal to a new audience based on our data

Digital Solutions

To adapt to realities of RV sales today and move your virtual shoppers down the purchase funnel faster



Expand Your Online Presence



Expand Your Communication Channels



Digital Solutions



Expand Your Online Presence

- Website
- Marketplace
- Retargeting



Expand Your Communication Channels

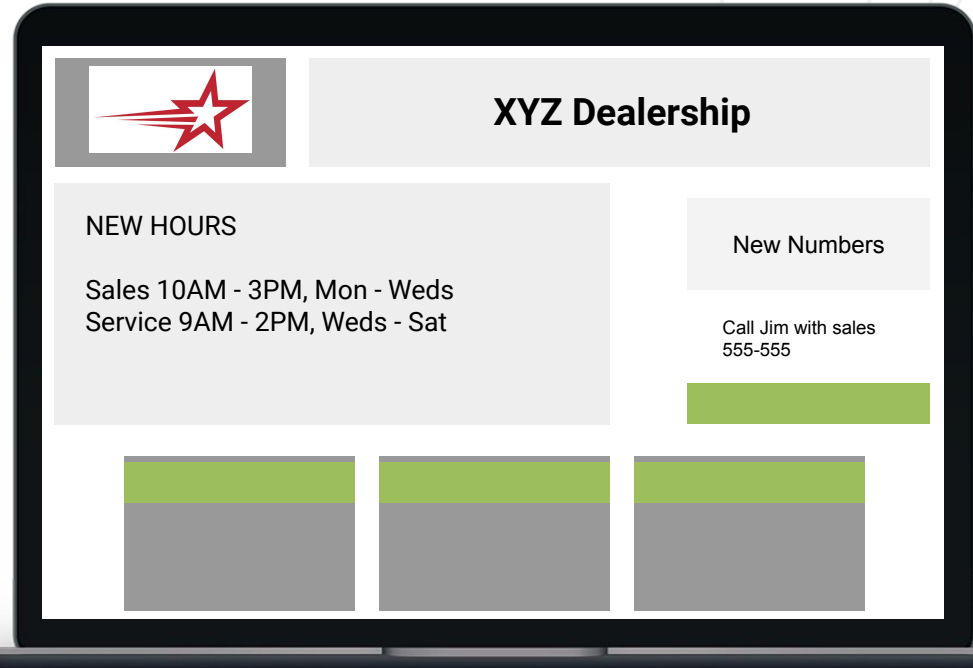


Your Virtual Showroom

Every question should be answered:

- Location
- Hours of operation
- Sales Staff
- Social Pages
- Blog

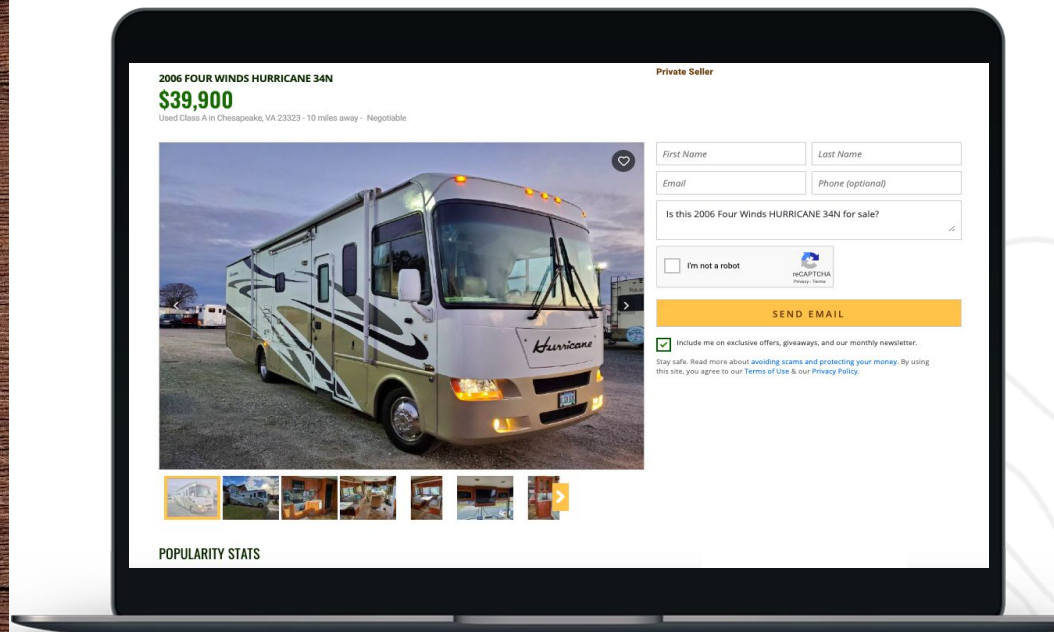
Highlight all services available



Expand Your Listings Further

Top Tips:

- Advertise on third party marketplaces
- Enhance advertising on marketplaces
- Use listings to grow relationships & move prospects down the funnel





Online advertising that is served up based on a consumer's previous online actions or behaviors



What Is Retargeting?



Buyer visits RV Trader



Buyer searches unit based on year, make, model, etc. They see your banner, "We buy Used RV's"



Buyer leaves without connecting



Buyer sees your ad on another site



Buyer clicks on your ad leading them back to your inventory on RV trader



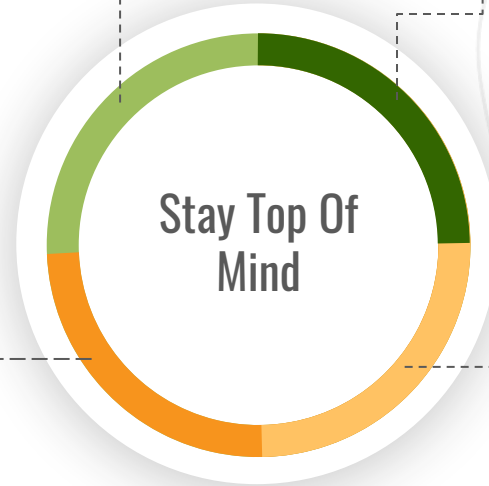
Allows you to focus your ad spend on consumers with some degree of interest



Benefits of Retargeting

Drive repeat traffic

Reach people who are already interested



Increase brand recognition

Follow up with qualified leads

RV Trader offers a variety of retargeting options



Phone Calls
& Emails



Text
Message



Live/ Managed/
Video Chat

With Expanded Communication Channels,
Reach Consumers Where They Are





Text Messaging

By including text messaging as an open channel for your buyers, it allows you to provide **immediate, personal, and more frequent conversations** - keeping your buyer engaged right from the start.

Text is available to all dealers



Live or Managed Chat

Allows a consumer to quickly get more information

Transcripts are sent to help with follow-up

Live chat leads to a **40% increase in conversion rates** and we've seen live chat increase over 2.5 times since April 2019.

Chat is included in many of our packages





Video Chat

Allows the customer to feel as though they're "face-to-face," helping to strengthen the relationship and move them closer to the transaction

Video chat is ideal to do **virtual tours**

Video chat is included in many of our packages



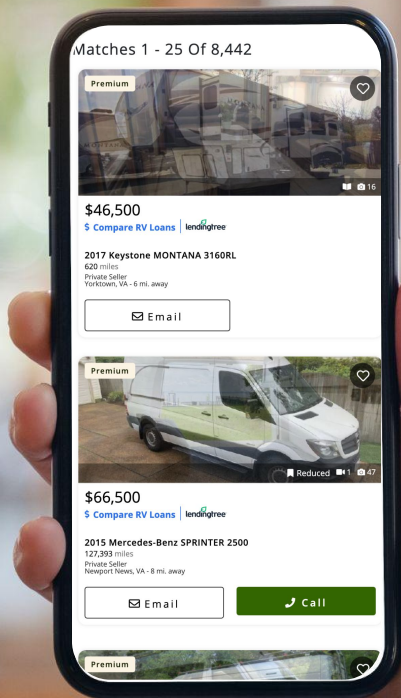
Best Practices for All Communication Channels



Timing is everything!



Professionalism goes a long way!



More Advanced Digital Tools



Social Media



Lead Enrichment



Digital Retailing



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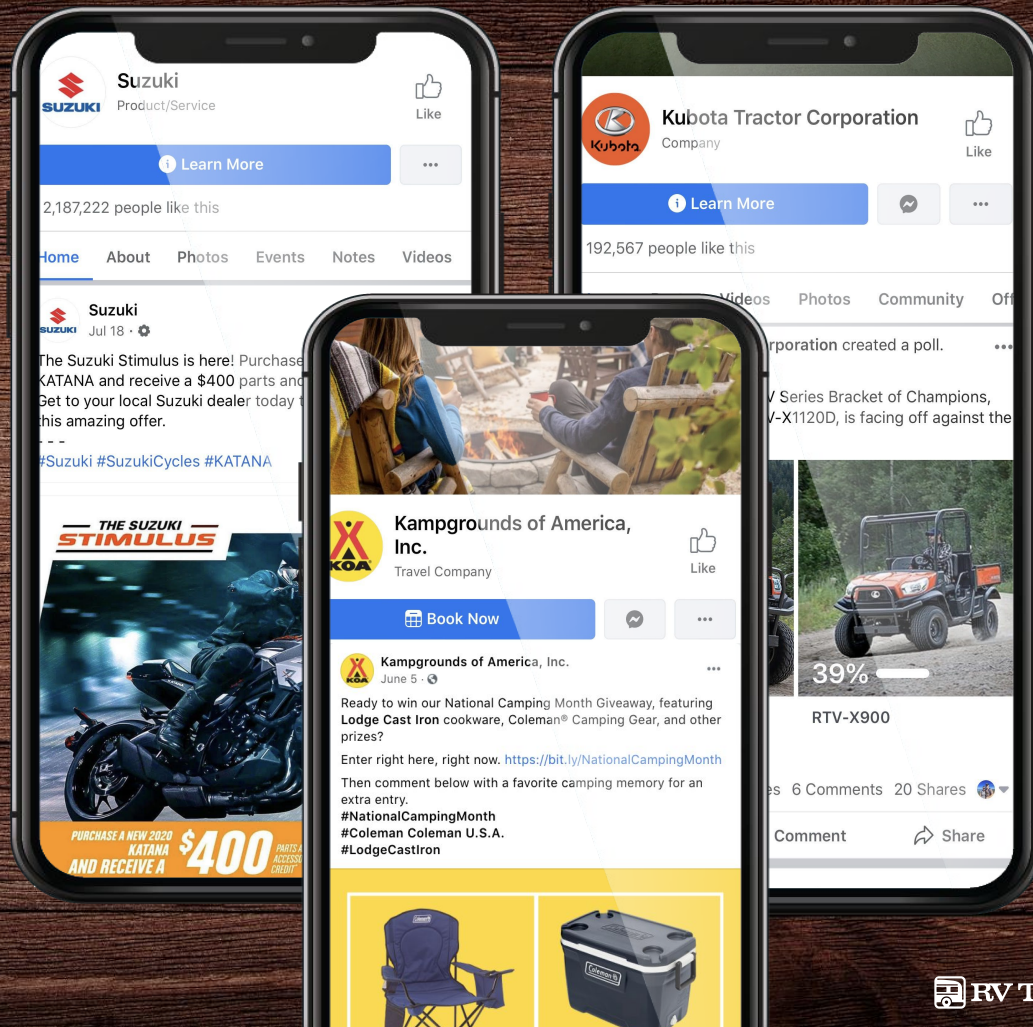
Social Media

It allows you to:

- ✓ Build your reputation
- ✓ Strengthen relationships
- ✓ Communicate on behalf of your dealership
- ✓ Continue to develop your reputation as a leader in your industry
- ✓ On RV Trader Dealers saw a **33.7% increase** in leads sent from social media

What to Post?

- ✔ Show Off Your Dealership Personality
- ✔ How To Articles
 - Original Articles
 - Shared Articles
 - Hired Freelance
- ✔ Recreation and Job Related Resources
- ✔ Listings
- ✔ Polls
- ✔ Contests and Giveaways



New Ways to Engage on Social

TikTok

- **1 billion** users as of October 2021¹
- User base has **grown 43%** since competitors launched copycat sites¹

¹<https://www.fool.com/investing/2021/10/03/tiktok-clones-cant-stop-its-growth/>



New Ways to Engage on Social

Virtual Live Events

- Low cost and effort to set up
- Connect with your audience in a new convenient way
- Sets you up as an expert



More Advanced Digital Tools



Social Media



Lead
Enrichment



Digital Retailing



WHAT IS LEAD ENRICHMENT?

Exclusive **insights around leads and connections** designed to help dealers have better conversations and move prospects through the sales funnel faster



Time in Market



Price Range



Listings Viewed



Recent Activity

How is Lead Enrichment Helping Our Dealers

- Understand Shopping Behavior, Interests & Budget
- Have Stronger, Tailored Conversations
- Convert Leads to Sales Faster

Dealers utilizing
Lead Enrichment received

21% MORE

registrations per dealer in 2021
vs the same period in 2020

All RV Trader listing packages include with Lead Enrichment

More Advanced Digital Tools



Social Media



Lead Enrichment



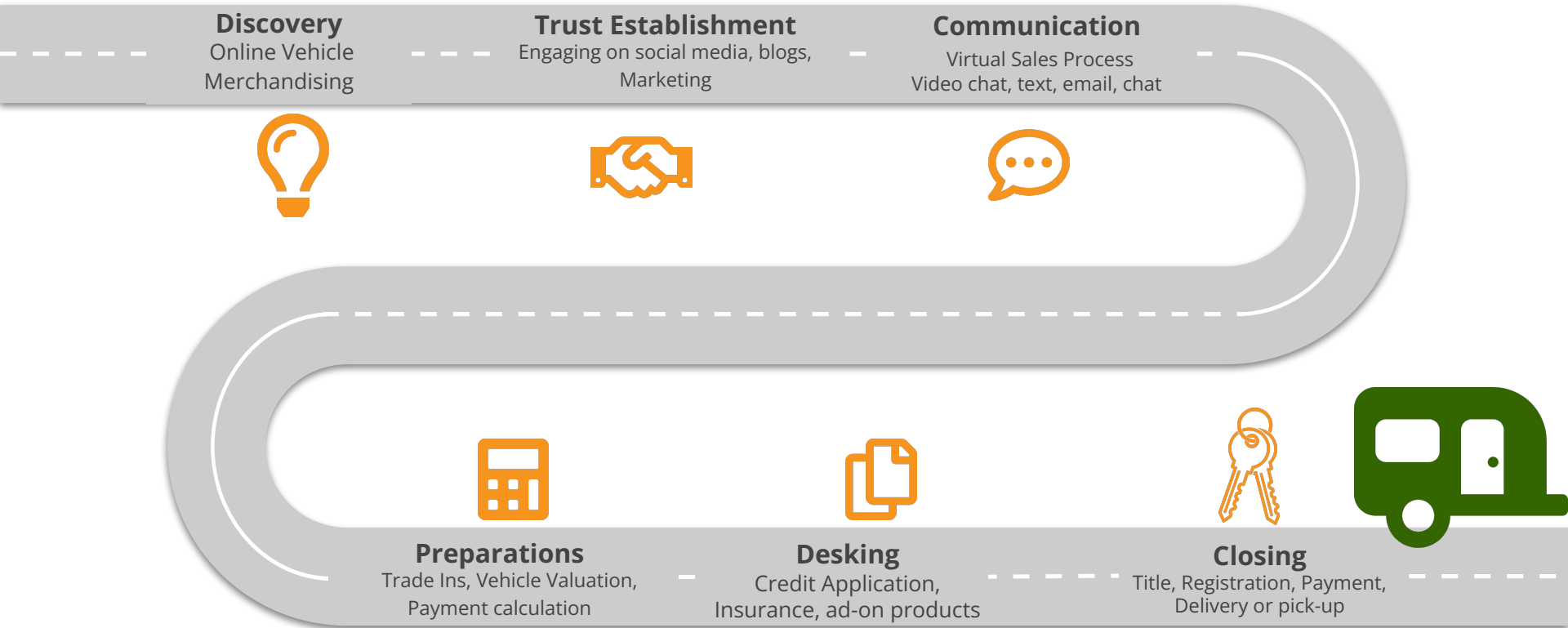
Digital
Retailing

The future of digital shopping



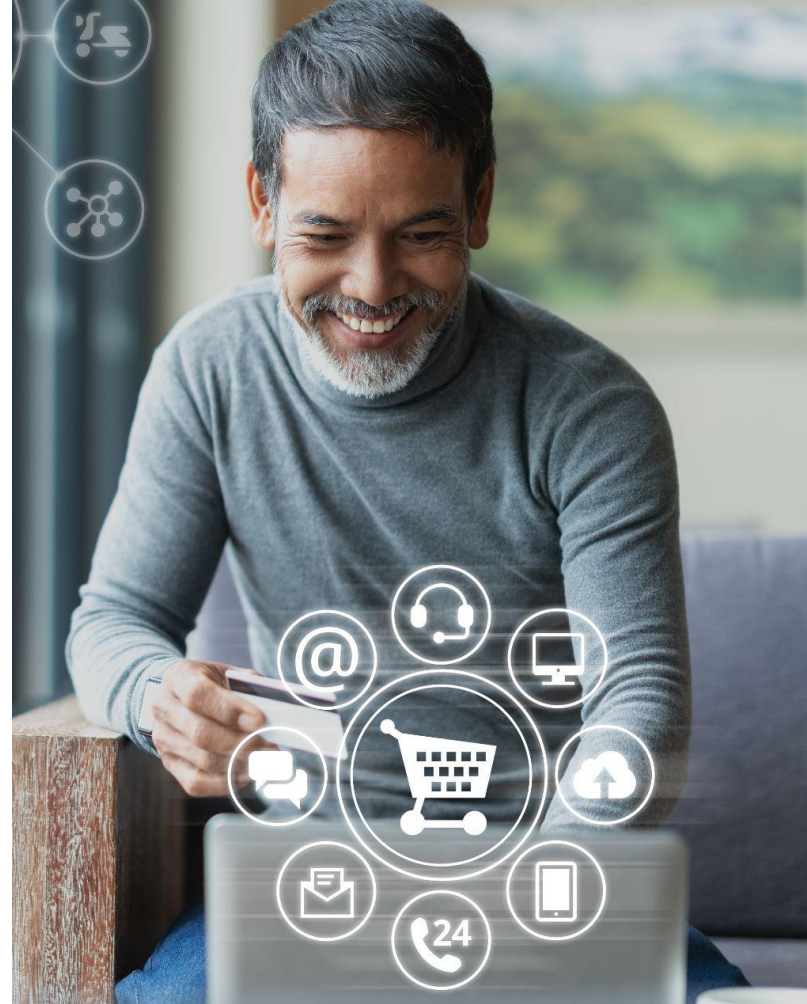
What is Digital Retailing?

Series of experiences that allow consumers to easily maneuver and engage online during different stages of their purchasing journey



You don't want to fix a roof while it's raining

- ✓ Digital Retailing adoption is quickly accelerating
- ✓ You can't wait until it's too late to start adopting these models
- ✓ Dealers who adopted digital retailing before the pandemic fared better during and after
- ✓ Evolve your internal processes (think Lead Enrichment)



Build Out Your Digital Retailing Process One Step At A Time

1 Discovery

- **Website Listings**
- RV Trader
- Retargeting
- Use PAID

2 Trust establishment

- **Social Media**
- Active Blogs
- Marketing
- Dealer Events
- Email Campaigns

3 Communication

- Chat (Live or Managed)
- Video Chat
- **Email**
- Text
- Make an Offer
- Online Scheduling

4 Preparation

- Trade-In Valuation
- **Payment Calculator**
- Pre-Qualifications
- Inspections
- Test Drive scheduling

5 Desking

- Credit Application
- Insurance
- Shipping Options
- Add-on products

6 Closing

- Title, Tags and Registration
- **Delivery** or Pick-up
- Payment

You Are Already On Your Way With RV Trader

1 Discovery

- Website Listings
- RV Trader
- Retargeting
- Use PAID

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Summary



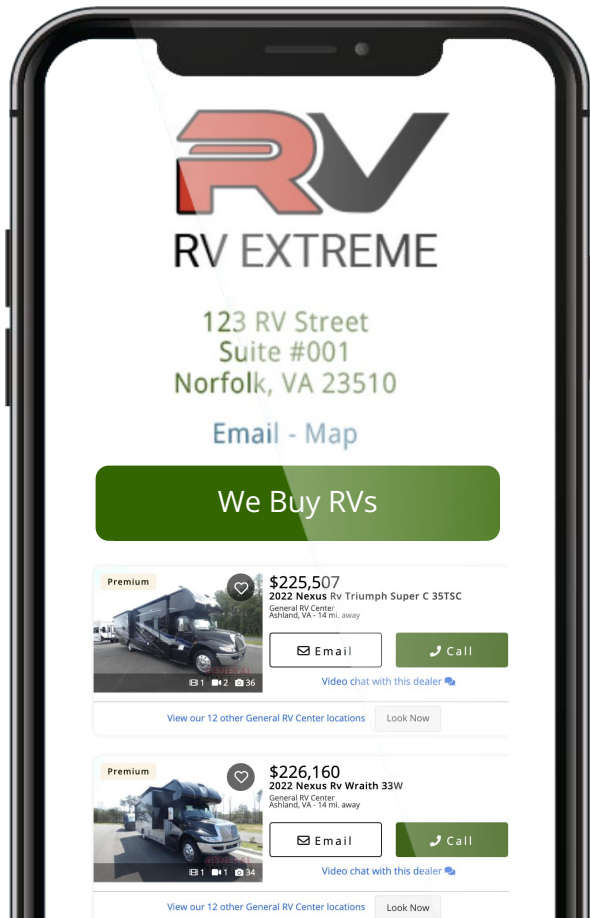
The **Demand** for RVs have never been higher, with wholesale sales expected to reach 600K by 2022



Our **Data** is showing us that consumers are researching more, up to 6 months in advanced, and even buying differently



And this increased demand, and data points us to new and unique **Digital Tools** that will help you evolve with the consumer



For more information on how
your dealership can master
demand, data, & digital tools,
or to contact us, please visit:

**RVTraderMediaKit.com/
RVDA-2021**

CONTACT ME



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