

Why Automotive Dealers Need To Be On TikTok

By Sarah Ciociola

When I started my career in Automotive as a Social Media Specialist in 2018, Facebook and Instagram were the platforms everyone thought of when they thought of Automotive Social Media Advertising. Now, fast forward five years later, and the Automotive social media space has expanded in not only the platforms we are present on, but the kind of content our customers want to consume.

I, like many others, hopped on the TikTok wagon in the covid-world of 2020 when I had nothing to do other than open and close social media apps all day. It dawned on me as I was beginning to really explore (and I mean like hours a day of exploring) the platform that dealers could **HUGELY** benefit from producing this kind of short-form video content. I'm not talking about dancing around the parking lot telling everyone your inventory is below MSRP. I'm talking about using short-form video content to truly become thought leaders in your communities.

Now, here we are in 2023 and PCG Digital is educating dealers on how to create and execute organic content **AND** offering full-funnel advertising on the TikTok platform.

Dealers need to be present on TikTok both organically and through a paid strategy for a few reasons. Let's dive in, BuzzFeed style.

Social Media is More Than Just Facebook

Sorry Zuckerberg, but the social media world is expanding. The Auto Dealers who are hesitant to be present on growing platforms like TikTok will fall behind their competition. It's important for dealers to remember how complex the customer journey has become when buying a car. No one is seeing an ad just on Facebook, Google, or Microsoft, or just seeing that picture you posted last Monday on your Instagram story about your Summer Sale and coming in to buy a car. You need to be present everywhere the consumer is - and that now includes TikTok.

TikTok is a Search Engine

Yup, you read that right. Millennials and Generation Z are turning to TikTok **BEFORE** Google for their search queries. Think about it. If you're shopping to buy a new car, you want to see that car in action. What's a more convenient way to experience the vehicle for yourself than turning to a social media platform that **ONLY** produces short-form video content? "Google senior vice president Prabhakar Raghavan told the Fortune Brainstorm Tech conference that according to Google's internal studies, "something like almost 40% of young people when they're looking for a place for lunch, they don't go to Google Maps or Search, they go to TikTok or Instagram."





Humanize The Car Buying Process

We all know that most people don't trust car dealerships, and it's our generation's job to change that. "Car sellers are among the least-trusted of all professionals, just slightly ahead of members of Congress. A recent Gallup survey showed that 91% of people have zero trust in the car buying process." People buy cars from other people, and TikTok is the perfect social media platform to showcase your unique team to potential car buyers and build authentic connections with your community.

TikTok Users Are In Market Shoppers

- **60%** of in-market TikTokers say dealers that have an entertaining and informative social-presence can influence who they choose.
- **36%** of TikTokers prefer to initiate contact with a dealer in person.
- **78%** of TikTokers say it's important that a dealer educates them on vehicle features

The first step to being active on TikTok may seem daunting for some Dealers, but PCG is here to help you every step of the way. Whether you're still considering building a TikTok page for your dealership or are ready to build a paid strategy, let our team of dedicated Social Media Specialists be in your TikTok corner.

44%

Planning to buy or lease
in the next 6 months

80%

Influenced the last car they
or their family purchased

39%

Less likely than gen pop to
have a preferred dealer

1 in 3

In-market TikTokers would
travel 50+ miles to purchase
or lease their next vehicle