

Discover the Advantages of properly **Placing Video** into your **Digital Marketing Plan**

How to Increase Your Sales by Capturing Your Target Market in the Digital Marketplace.

The image features a large tablet in the foreground displaying a website with various RV listings and promotional banners. The website includes sections for 'NEW MODELS', 'PRE-OWNED', 'OUR RENTALS', and 'FINANCING'. The background is a collage of numerous RV advertisements, including 'Roadtrek', 'Columbia Northwest', 'Mayday! Mayday! RV Sale!', 'Red Hot Red Tag Blowout Sale!', 'Huge Selection of the Best Brands!', 'Public Notice Used RV Sell-off Event!', 'Grand Opening \$9,995', 'Dick Gore's RV World.com', 'Build Your Own', 'Check Out Our', 'Open House Sale', 'Airstream', and 'Webcam'. A filmstrip graphic runs diagonally across the collage. In the bottom left corner, there is a circular logo that reads '32 YEARS SERVING the RV INDUSTRY'. The overall theme is digital marketing for the RV industry.

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Advertising

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1984



2016



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July 2016

The gratifying moments throughout the past 32 years of assisting RV Dealerships with their marketing and advertising needs have been many. It is amazing to see how each dealer has grown year in and year out, and how they have prospered during good and bad economic time periods. The most satisfactory moment was in 2008 & 2009 when several RV Dealerships turned to us in dire need of generating customer traffic so they could have the opportunity to convert that traffic into customers who purchase sales and services.

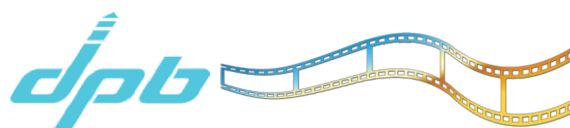
We developed a comprehensive economic stimulus buying package that allowed customers to be able to purchase and not let their RVing and camping dreams disappear. It's imperative we partner with very well run and disciplined RV Dealerships, so when we deliver substantial customer traffic, the dealerships are able to convert and service each customer. The RV Dealerships that have all of their departments operating extremely efficiently are the dealerships that see the greatest benefit.

A lesson we learned years ago was that it really did not matter to the RV Dealer if we personally meet and greet them. They were more interested in receiving more effective, efficient marketing and advertising services. It was more important to the RV Dealers that they were maximizing their marketing and advertising dollars.

Fortunately this is our philosophy: To deliver the most powerful and successful advertising messages so each Dealer is able to benefit from receiving a more substantial response from their advertising dollars.

Best Regards,

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Results Oriented RV Dealership Advertising

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Video as Part of Your Marketing Plan

Changes involving high-speed internet providers have enabled an evolution of video content. We are no longer restricted to viewing short clips and instructional videos. With the ability to view lengthy videos that provide much more of the story, and stream special events, concerts, full-length TV shows and movies, our viewing habits are ever-changing. We now view on TV, desktop and laptop computers as well as tablets and smartphones.

Social video generates
1200%
more shares than text and images combined. [1]

This results in audience fragmentation for advertisers, and makes programming and distribution of video content confusing and challenging. Now more than ever before companies need assistance to make sure their message is reaching the right audience at the right time.

In the United States, the amount of time spent per day watching digital video is dependent on the age groups involved. Television commands 78.4% of US adults' time spent watching video. By comparison, this year US adults will spend an average of 1 hour and 8 minutes a day watching digital video—21.6% of time spent with video overall [2].

At the present time, the traditional form of viewing video content through cable networks and satellite still dominates the overall

viewership, (approx. 85-90%) and internet – online viewing makes up approximately 10-15% of the time spent viewing video content.

Within digital video, growth in time spent will be driven almost solely by mobile. Last year, mobile video overtook desktop. Predictions indicate that next year will be the last year of growth for time spent with desktop. After 2017, the average time spent with desktop video among US adults will begin to drop. Apple iPhone sales have reached a saturation point, but Android smartphones are still growing and will be a large segment of mobile video watchers..

No matter how your potential customers are viewing video, your content marketing strategy must make use of video as a way to spread your consistent message across all channels.



TYPE OF VIDEO	VIDEO ACCESS
Television Advertising	Cable, Satellite, Antenna
TV Everywhere - Multi Device-Requires Paid Portal (Time Warner Cable, Cox Cable, etc.)	Smartphone, Tablet, Desktop, TV
Video Streaming - Internet-Connected Device and Account	Smart TV, Roku, Chrome, Amazon, Blu-Ray, Xbox Desktop, Laptop, Smartphone
Video Pre-roll, Mid-roll and Post-roll	Internet-Connected Device - Ad Served Pre, Mid or Post Viewer Chosen Video
Video Ads in Traditional Venues Subscription Based Platforms	Netflix, Vudu, Apple TV, Amazon Show No TV Commercials, While Hulu/Hulu Plus Does
Video Ads in Social Media Native Video	Internet-Connected Device - Requires Social Media Login

How Online Video Changes the Way Viewers Tune In

TV Remains on Top for Baby Boomers

TV is still where most viewers turn for news, sports and comedy. One in three adults between ages 18 and 54 use their smartphone as their primary device for watching online video. Overall, people use different screens for different reasons. Travel and food found the most viewers on desktop and laptop, while beauty, entertainment and fashion viewers prefer to watch on their smartphones. [3]

How Does the RV Dealer Decide Where to Place Video?

Your consumers are following their passions with online video, from their smartphones to their computers to their TVs.

You Must Follow The Video and the Consumer Device

Ask yourself: Can people watch your videos on all devices? Are you thinking holistically about video on all screens? Is your message consistent across all screens?

Understand the context. Think about what's happening in the moment when consumers are watching your ad. Where are they? What are they doing? What device are they on?

Figure out what is likely to be their mind-set in that moment and choose the best ad format, length and placement accordingly.

TV Everywhere Viewers are More on the Couch, Less on the Go!



It's important to remember that these viewers are logging in to a paid service. If they are truly on the go, as RVers are, and they value a service such as this, they will view the same programming they would at home, through a dish, or their cable company login.

If they rely on HD antenna they will receive local programming and commercials for free. If they customize their choices to a specific network, they can view on a connected TV or mobile device and, depending on the platform they subscribe to, view with commercial advertising (like Hulu) or without (like Netflix).

New analysis by Adobe Digital Index (ADI) puts to rest the notion that TV Everywhere viewers are an on-the-go audience. ADI has found that the majority of TVE viewing occurs in one location, indicating minimal "on-the-go" behavior.

"What this means is that TVE viewers are actually highly engaged and create a strong, addressable audience for marketers," said Becky Tasker, managing analyst at ADI.

According to the analysis, 71% of all TVE viewers watch from one location. Furthermore, 72% of mobile TVE viewers watch from one location, indicating that mobile devices are now being used as lean-back media consumption devices.[4]

71% OF TVE USERS WATCH FROM ONE LOCATION



1 Location 2 Locations 2 Locations 2 Locations

0%

100%

TV EVERYWHERE USERS BY LOCATION [MARCH 2016]



Time Spent in Media vs Ad Spend in the USA

The time average consumers spend with specific media compared to the total ad spend for that media vehicle will show digital spend surpassing TV in 2016 according to E-Marketer.

"We still expect positive growth for TV ad spend, driven by political advertising and the summer Olympics," said eMarketer senior forecasting analyst Martín Utreras. "However, we see more ad dollars flowing to digital as a way of optimizing spending in what may be a challenging economic year."



Not surprisingly, mobile continues to drive growth within overall digital ad spending. Mobile ad spending in the US is expected to grow 38.0% this year to over 43 billion.

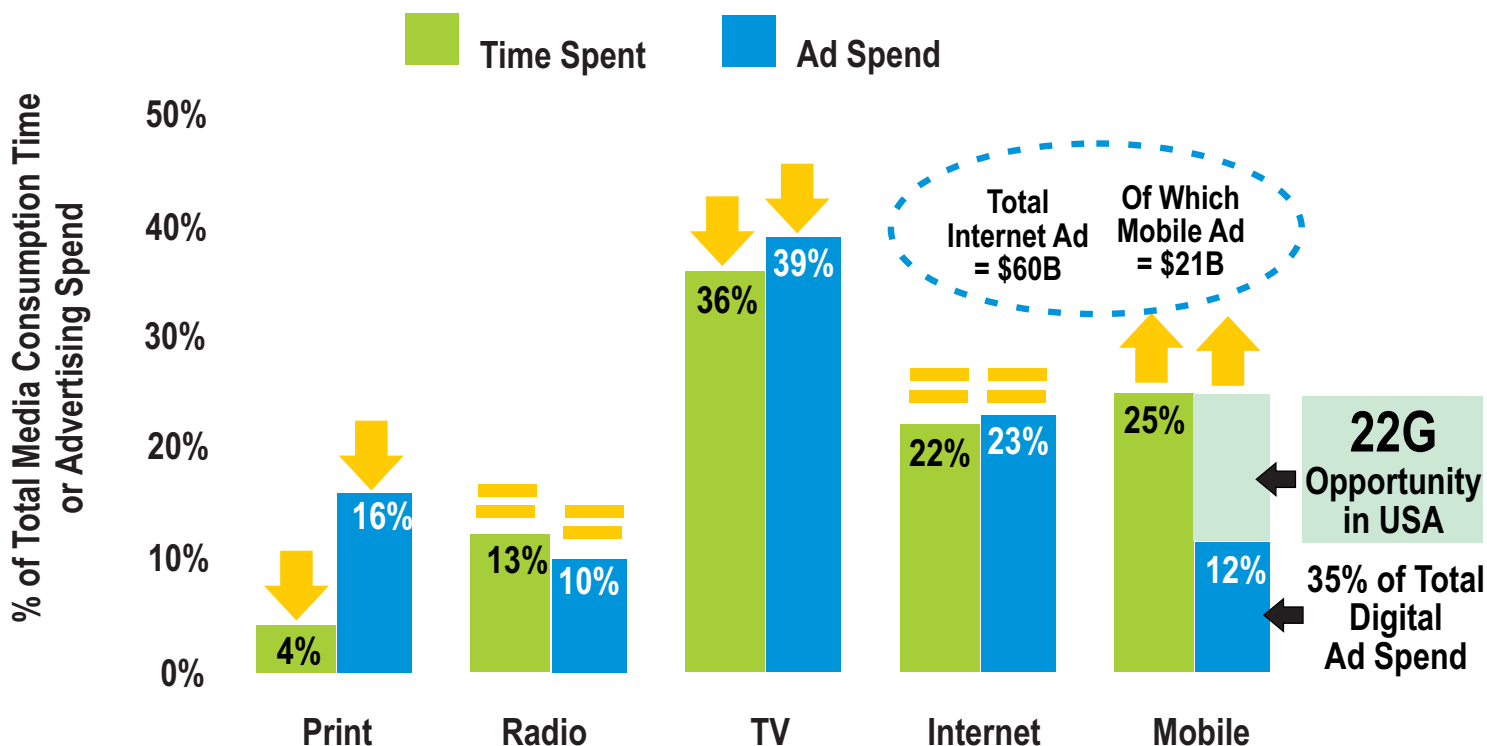
That means mobile will represent 63.4% of total digital ad spending in the US this year. In 2015 mobile ad spend was at 35% of total digital ad spending.

US Internet advertising growth is accelerating. Mobile growth since 2009 is 66% where desktop growth is now at 5%. The convenience of watching video on smartphones for nearly every how-to scenario places people at an advantage when needing to quickly find answers to everyday questions.

How to set up your travel trailer, to how to connect your sewer line, or use a dump station. These are all opportunities for the RV dealership to gain a larger customer base who turns to you as an authority for all things RV. Walk-thru videos are a known to increase sales and 360 degree videos are gaining in popularity.

Simply placing a video link into sales email or on your ad campaign landing page can increase sales by 83% according to Unbounce.[5] While YouTube reports that video consumption rises 100% every year.[6] When an inquiry comes in about a particular RV, be sure that, in his response, your salesperson includes a link to a video about that particular model — otherwise you could possibly be missing out on serious conversions of up to 200-300%, according to a study by Forrester.[8]

% of Time Spent in Media vs. % of Advertising Spending, USA, 2015



Internet Trends 2016 - Code Conference, Mary Meeker [7]

Video Effectiveness in 2016 Plays a Starring Role

Many still think of video as a competition for viral content on YouTube or video ads on Facebook. Even Flash-enabled home pages that tell the story of a brand are diminishing. Expanding your use of video to capture and engage customers at all levels of their journey can lead to better relationships. You can educate future buyers and reach them as they explore the RV lifestyle, and convert them as they reach the decision making point at the bottom of the purchase funnel.

Video can improve customer satisfaction, and promote repeat service and recommendations to others. In a recent research report by Ascend2, the companies that see the greatest success with video marketing ranked the importance and effectiveness of different types of videos. Invest your ad dollars into those items deemed most effective to extend your reach and reel in customers. If you have no other video available, customer interview testimonials and on-demand product demonstrations should be available for customers to review, with easy access. They rank highest, and are closest to your return on investment.

1. Customer testimonials
2. On-demand product demonstration videos
3. Explainer and tutorial videos
4. Thought leader interviews
5. Project reviews and case studies
6. Live and on-demand webinars
7. Video blogs
8. Event videos

Note that bottom of the funnel content like customer testimonials and on-demand product demos lead the list. This is the content that sits closest to increased ROI, increased sales.

If we had told you 10 years ago that businesses would soon have entire teams dedicated to social media, you likely would have called us crazy.

Today, brands across all industries will soon have dedicated video marketing teams. With the growing importance of video as a content medium and the incredible potential for interactive content, personalized video, and video as a sales tool, this is something your dealership needs to look at seriously.

We have tossed many of these ideas into the mix for years and it is obvious the most successful dealerships have been early adapters. Those who first trusted that the internet was a viable resource and sales tool have increased sales.

Video Sharing is Today's Word of Mouth

Today, sharing video is a way of sharing approval with a company's product and services. 92% of mobile video consumers share videos with others, according to Invodo.[9] Sharing from website videos, social media and email marketing is common practice and helps extend your reach to others who have common interests.

An increasing number of sales reps are now using personal video recordings to build better relationships with customers and prospects. Website content is the modern salesperson's currency. It is the way you can demonstrate domain expertise, authority within the product lifestyle, and goes a long way to establish trust. All of these factors are objections commonly raised in the consumer's mind when visiting your business website and video is an efficient way to prove authority and that your business can be trusted.

Video is content. Content should be marketed through online interaction to establish inbound traffic to your website. It is an important aspect of social media when used effectively.

Purchase Funnel

Customers approach purchasing an RV with general interest. As they continue their search they make decisions along the way based on the information they find. Customer testimonials are created at the bottom, after a purchase. They are read midway through the process, along with video demonstrations. These items are important trust builders, both in the dealership and in the product.

Interest in RV
Lifestyle, Products

Familiarity through
resources, blogs, images

Reviewing Video, Images
Product Reviews

Knowledge about Dealership,
Warranties, Service, Reviews

Manufacturer Information
Model Search, Product Demos

RV Type, Brand, Floor Plan,

Compare, Contact, Finance

Sales, Delivery

Customer Testimonials/Reviews
Created



Television Ad Spends are Falling While Digital Ad Spends Rise

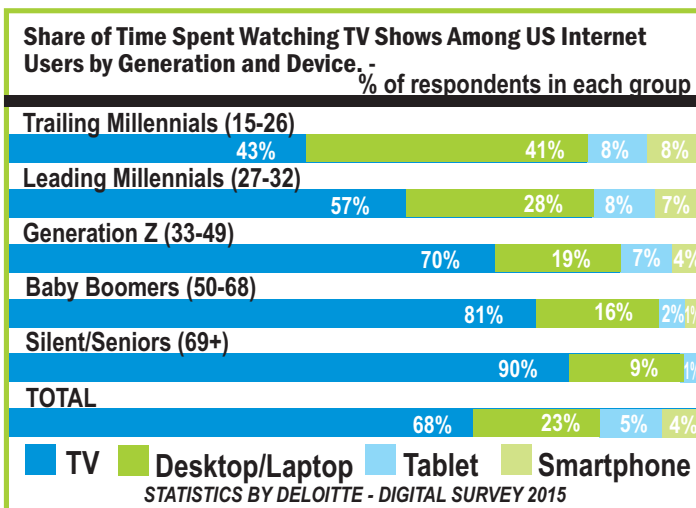
As we have established, television commands 78.4% of US adults' time spent watching video. By comparison, this year US adults will spend an average of 1 hour and 8 minutes a day watching digital video—21.6% of time spent with video overall.[2]

Within digital video, growth in time spent will be driven almost solely by mobile. Last year, mobile video overtook desktop. Next year will be the last year of growth for time spent with desktop. After 2017, the average time spent with desktop video among US adults will begin to drop.

While TV remains the largest ad spend most businesses have, the percentages of where dollars are spent and predictions regarding where we are headed all seem to say that digital is taking the lead.

But digital can't do it alone. Neither could TV, Radio, Newspaper or Magazine. If you place your entire budget into one medium to reach the percentages you need in a target specific market, you risk missing non-participants in that particular medium.

Taking age into consideration is a huge factor in where your ad dollars should go. The research overwhelmingly shows that Television is still the most trusted medium, is preferred by the 50+ consumer age group, and their preferred method of contact is telephone. In other words, doing business as you always have for most businesses.



While Generation Xers follow Baby Boomers into the RV Lifestyle, approaches need to be adjusted to their preferences or risk losing business, while Generation Y and Millennials are miles away from where your business most likely is today.

With new generations come new challenges in advertising. Reaching out through digital marketing brings a new customer base who may interact with your dealership for years before making a purchase – or they may be ready to buy next week.

They will read your blog articles, like you on Facebook and view your YouTube channel. They will request information, and your sales staff better be ready to send them a link to images, video, a testimonial from someone who already purchased that exact unit. Because if you don't, *someone will*, and that's who will earn their trust, and be recipient of their purchasing power.

Preferred Contact Choice by Generation

Generation	Internet Web Chat	Social	Electronic Messaging (text/sms)	Smartphone App	Phone
Generation Y	1st	1st	3rd	4th	5th
Generation X	3rd.	4th	2nd	5th	1st
Baby Boomers	3rd.	5th	2nd	4th	1st
Silent/Senior	3rd.	4th	2nd	5th	1st

Ad-Blocking Increases as Consumers Become More Aware

What's behind the recent increases in ad blocking? eMarketer analyst Lauren Fisher cites a mix of factors, from consumer concerns about privacy to advertisers and publishers cramming too many ads and too much code into individual pages. But another factor is simply that the public has become more aware of ad-blocking. "Ad-blocking gained a lot of notoriety last year," she said. And that led users to try it out themselves.

In the US in 2014, of 39 million Internet users 15.7% blocked ads through software. By 2017 of the projected 86.6 million Internet users, 32% will be using ad blocking software. Currently, 94% of mobile phone users have ad-blocking software installed.

This is the perfect example of why you must allocate advertising dollars to a variety of media.

Consumer Trust - Which Advertising is a Trusted Source?

Looking at two-year digital trends, trust in paid online and mobile ads has stayed relatively consistent since 2013. Almost half of global respondents say they completely or somewhat trust online video ads (48%, no change from 2013), ads served in search engine results (47%, down one percentage point) and ads on social networks (46%, down two percentage points). About four-in-10 global respondents trust online banner ads (42%, no change) and mobile advertising (43%, down two percentage points). Just over one-third say they trust mobile text ads (36%, down one percentage point).

"Brands have been steadily increasing their digital ad spend as they get increasingly comfortable with digital advertising and measurement, but TV formats still deliver the highest unduplicated reach (i.e., the ad reaches each audience member only once) of 85%-90%," said Randall Beard, president, Nielsen Expanded Verticals.

"While digital ads can offer considerable benefits—such as precision-focused campaigns, in-flight adjustments and more creative options—moving from TV to an all-display digital plan is a bold move for any marketer. Consider a mix of both offline and online channels for the best ROI.

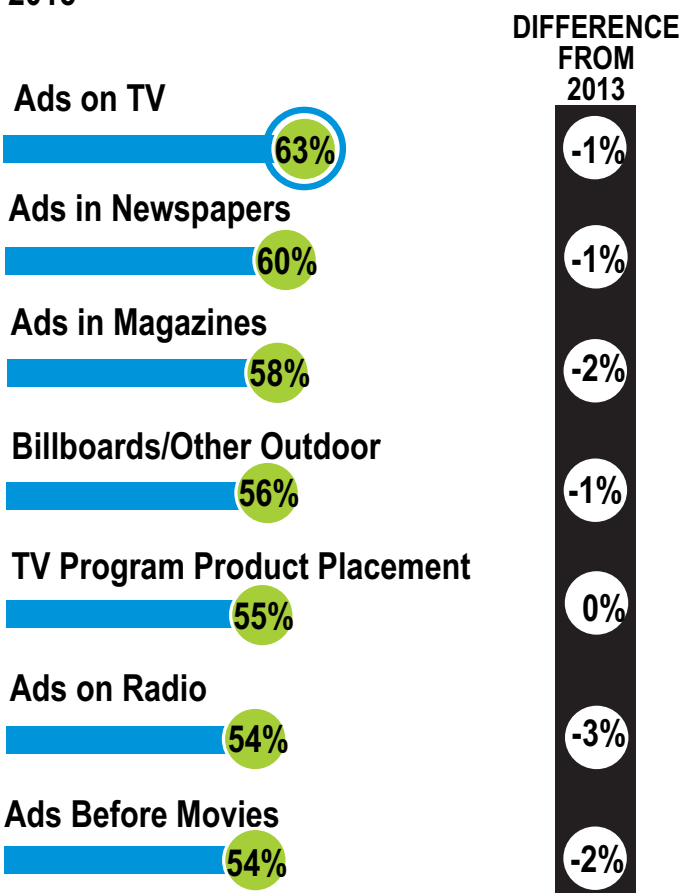
Trust in traditional advertising is still strong

Despite continued media fragmentation, the proliferation of online formats has not eroded trust in traditional (offline) paid channels. TV, newspapers and magazines remain trusted advertising formats. More than six-in-10 global respondents say they completely or somewhat trust TV ads (63%), up one percentage point from 2013. Slightly fewer trust ads in newspapers (60%) and magazines (58%), which fell one and two percentage points, respectively, from two years ago.[10]

Trust in Traditional and Digital Ad Formats

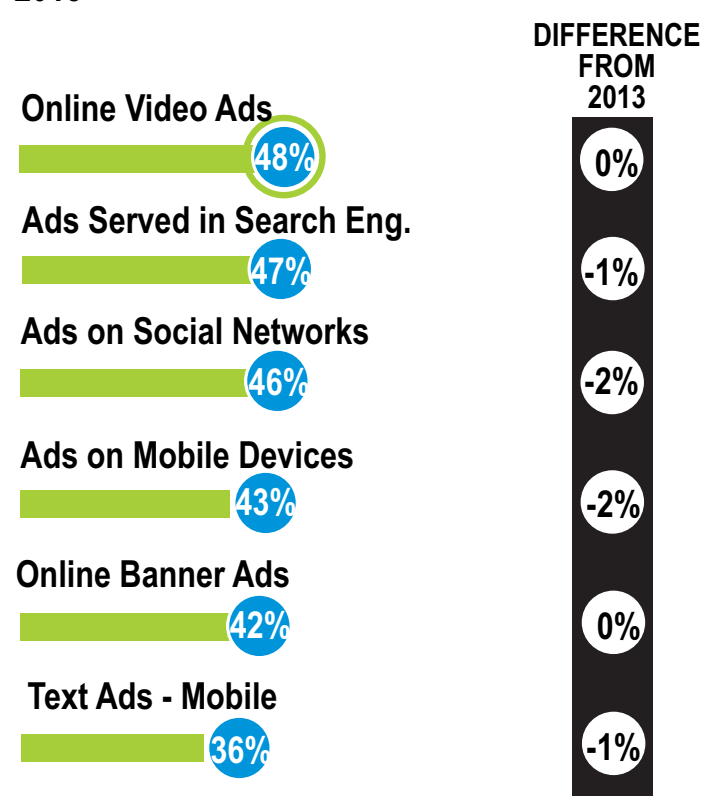
PAID – TRADITIONAL

2015



PAID – ONLINE/MOBILE

2015



© Nielsen

Video Creative Best Practices

Yahoo partnered with Neilson and Hunter Qualitative to collect insights related to different variables within the digital pre-roll and native video formats. They found comedic ads drive viewers down the funnel, dramatic/emotional ads are appealing, and informational ads drive the purchase.

Creative Best Practices

1. Brand logos should be “large and clearly visible.”
2. Include calls to action in video ads – Tell the viewer what to do next.
3. The brand can be introduced at any point in the ad without impact on metrics.
4. Ads should be optimized for screen alignment – Horizontal landscape and vertical portrait alignments perform best.
5. 15-second native video ads drive greater recall and purchase intent than longer video units.
6. Use auto-start ads when it comes to native video.

Facebook Recommends: Tailor your story to your audience.

People are more likely to pay attention to content that's relevant to their interests, which means you'll likely get better results.

Invest in production.

Whether you use a camera phone or a production team, secure the best available creative resources and set a realistic production schedule and budget.

Use the first few seconds wisely.

Bring your story to life quickly, so as people scroll through News Feed looking for content, your video ad quickly piques people's interest.

Focus on storytelling.

Video length is less important than telling a cohesive and concise story. Your video ad shouldn't be longer or shorter than it takes to tell your story well.

Tell your story with and without sound.

Since videos on Facebook autoplay with sound off, it's important to make sure your video ads entice viewers even when muted.

Personalized, Smart Video

Can you imagine taking a walk thru video and personalizing it with your customer's name, LinkedIn photo, Google street view of your dealership and other data? Items you can include are pretty much endless. Clickable links to your website, specific products and sales events can be added to your video to generate engagement. No longer simply a 'lean back' and watch format, it becomes interactive.

Personalization also helps people deal with information overload – at least our perception of it. A personalized element snaps us out of endless scanning. We recognize that this piece of content is for us and relevant to our needs. And numbers support this:

1. Marketers who personalize their web experiences see on average a 19% lift in sales.
2. 74% of consumers get frustrated with a website when content does not adapt to their preferences.
3. Clickthrough rates improve by 14% and conversion rates by 10% when a personalized email is used.

Personalization should be a key part of a marketer's strategy today. Tamara Gruzberg, senior director of analytics and research at Gilt.com, wrote:

"True personalization of customer experience will stop being reserved for a select few and will need to become an operational principle for any marketer who wants to remain relevant in an increasingly fragmented and regulated environment."

A cohesive campaign isn't just making sure the messaging is consistent across landing pages, a homepage or about page, social, ppc advertising and email. It's also about how the campaign adapts and transforms. What device is the person using? Where are they located? What information has the person provided to us and how can we use this to create a better experience?

As marketers, we're constantly looking for new ideas – new ways to stop a person and make them listen, look, and show interest in our client's brands. But often we don't need to produce big, daring displays of creativity. Sometimes we just need to get a little personal. [11]

We recommend using a great, call-to-action tagline to spark interest in the video, and the benefit of watching it.



Ring Connected Devices

Rings, smart watches, doorbells that show video of who is at your door on your mobile phone. Alarm companies, Time Warner Intelligent Home, Nest (which Google purchased for \$3.2 billion). These are a few examples of Smart Home technology. This technology allows you to control your thermostat, lighting, door locks, etc., from your mobile phone. All of these have the potential as future advertising platforms.

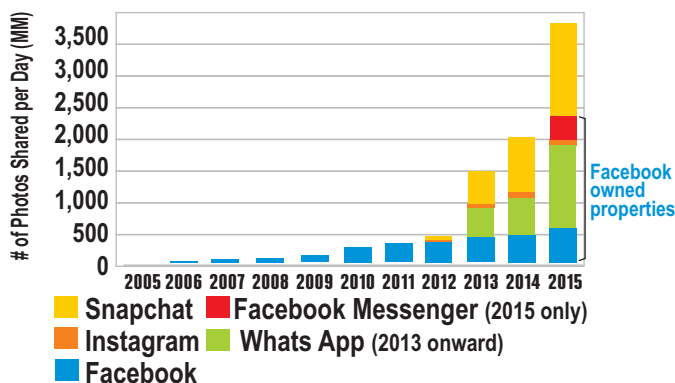


RVers can take this technology with them like never before, from making sure all is quiet on the home-front, to monitoring children inside their RV while relaxing by the campfire.

Image-Based Platforms

Pinterest, Facebook, Instagram, Twitter, LinkedIn, Snapchat – can all be used for promotion. 55% of respondents who use Pinterest say they ‘shop for products’ through the image-based platform. 24% share photos and videos.

**Daily Number of Photos Shared on Selected Platforms
Global, 2005 – 2015**



Internet Trends 2016 - Code Conference, Mary Meeker [7]

Video Engagement

Live (Linear) Traditional TV

On-Demand – DVR/Streaming

Semi-Live – Snapchat Stories

Real-Live – Periscope + Facebook Live

Video usage, sophistication and relevance are main factors in video growth. Facebook video and Snapchat video growth over the last 6 quarters has been steady. Currently Facebook video viewing stands at 8 billion daily, while Snapchat is at 10 billion. More users watched college football and the MTV Music Awards on Snapchat than watched the events on TV.

Advertisers and brands are finding ways into camera-based, storytelling, creative messaging and sharing platforms. On Snapchat they create and upload their own lenses and filters which are increasingly applied by users to their images. An average user will play with the sponsored lens or filter for 20 seconds or more.

User Generated Content (UGC) videos have reached new heights. The latest, Candace Payne’s Chewbacca Mask on Facebook Live, generated a record-breaking 153 million views. Kohl’s was mentioned 2 times in the video. Kohl’s became the leading app in the IOS app store, and demand for the product rose dramatically.

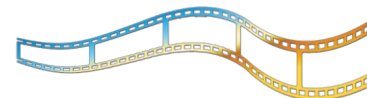
2016 is a milestone year for Live Streaming through Social Networks. NFL Live Broadcast of Thursday Night Football is coming in the Fall on Twitter.

Messaging Platform Leaders

WhatsApp, Facebook Messenger, WeChat, Line.

Helping facilitate customer service and commerce, these platforms remember identity, time, specifics, preferences and context. These services increase customer satisfaction, decrease customer complaints and increase commerce. They offer their own payment services without the need to go to PayPal. Conversation, payment and confirmation, along with shipping and tracking of order, all on one messaging platform.

These phone-based apps allow real time communication between customers and your dealership. Rather than waiting until someone logs into Facebook to reply to a message, using the Facebook Messenger app, or any of the other popular apps, your customer doesn’t have to wait. And you don’t lose a sale due to a busy lot, while no one is monitoring your social media accounts on a minute-to-minute basis.

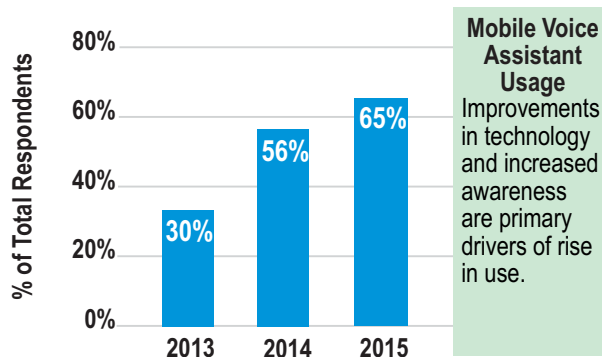


Human/Computer Interfaces

Voice communication is big and will be even bigger by year's end. Interaction with the computer in your car allows for navigation and communication with your contacts. Free standing devices like Echo by Amazon, and other Alexa-enabled devices allows you to ask questions, get the weather report, search for products and local businesses and operates smart home devices. It can tell you what's on your calendar and to reorder items you have previously purchased.

Sony Smart Watch, Ivey Alarm Clock, Samsung's Smart TV, Vocca Light Lightswitch, Honeywell Wi-Fi Smart Thermostat, Motor Hint Voice Activated Earbud, Skully Smart Helmet for Motorcycles, Homey Glowing Orb, LG Vacuum Cleaner and even Dragon Drive, which allows you to write emails by voice while you drive. Smart Home devices operate lights, thermostats, locks and more.

% of Smartphone Owners Using Voice Assistants Annually, USA 2013 - 2015



Internet Trends 2016 - Code Conference, Mary Meeker [7]

Word recognition has grown from 10 words in 1970 to nearly 10 Million words in 2016 which is 90% accuracy. 65% of smartphone users utilize voice assistants. 32% of users cite more recognition of products via advertising and word of mouth as the reason they use voice assistants (Cortana, Siri). Google voice search queries have increased 35X since 2008. Andrew Ng, Chief Scientist, Baidu predicts that by 2020 half of all searches will be voice inquiries. Currently 1 in 5 searches on mobile app in US are voice searches and this share is growing.

Why is voice search important? When the voice device has access to the internet like Echo, if it can't immediately answer your query it will default to a search engine. Search engines rely on text to rank your pages and index your information. If your site is filled with images without alternate text tags, your pages will be difficult to find with a voice search.

Artificial Intelligence

In 2015, artificial intelligence went mainstream. Major tech companies, including Google, Facebook, Amazon and Twitter, made huge investments in AI. Almost all of technology research company Gartner's strategic predictions included AI, and headlines declared that AI-driven technologies were the next big interrupter to enterprise software. In addition, companies that made huge strides in AI, including Facebook, Microsoft and Google, open-sourced their tools. This makes it likely that in 2016, new inventions will increasingly come to market from companies discovering new ways to apply AI versus building it. With entrepreneurs now having access to low-cost quality AI technologies to create new products, we'll also likely see an explosion in new startups using AI.

AI-powered business applications will start to infiltrate companies other than technology firms. Employees, teams and entire departments will champion process re-engineering efforts with these intelligent systems whether they realize it or not. As each individual app eliminates a task, employees will automate many of the mundane parts of their jobs and assemble their own stack of AI-powered apps.

Look for changes in CRMs and dashboard data that grows with every action your customer takes with your dealership. CRMS now remind you of tasks, meetings and sale team contacts. Soon they will monitor your customers from social media, to email discussions as the software builds a profile of responses, videos viewed, links sent and pages viewed. You'll see a note that a customer's RV is 7 years old, and their family of 4 is now a family of 2 because the kids are in college. A note says they spoke of this time fondly, because they want to travel across country. In the same system you send an email with links to RVs they have researched, and pricing that brings them through the door.

Voice is Gaining Search Share

Voice Progress 2 Year Timeline

Sep. 2014: Baidu says 1 in 10 queries come through speech

Jun. 2015: Siri handles more than 1 billion speech requests/week

Dec. 2015: Amazon Echo fastest selling speaker in 2015
25% of US speaker market

May 2016: Bing – 25% of searches performed on Windows 10 taskbar are voice searches per Microsoft reps

May 2016: Android – 1 in 5 searches on mobile app in USA are voice searches and share is growing

2020 Prediction: In 5 years time at least 50% of all searches are going to be either through images or speech.
– Andre Ng, Chief Scientist, Baidu (9/14)

Internet Trends 2016 - Code Conference, Mary Meeker [7]



The Future of Video

Eight Billion Videos Viewed Per Day on Facebook

In April of 2015, it was unveiled that over 4 billion videos were being played back each day on the Facebook platform alone. By September, this number had doubled to a staggering 8 billion video views per day. Cisco now predicts that 80% of all Internet traffic will be streaming video content by 2019, up from 64% in 2014. And in a recent market survey by research firm Demand Metric, 74% of B2B marketers reported that video now converts viewers to buyers better than other content types.

Virtual Reality

Virtual reality content is poised to take off in 2016. Google has sent cardboard phone viewers to give consumers a taste of what is coming. With the emergence of VR mobile-enhanced devices, major players will provide content that immerses the viewer into all of the action. Before jumping aboard, remember that this type of content marketing is different from broadcast in that it's low reach and appeals to a highly targeted market.

Multi-Channel Content Distribution Becomes Critical for Brands

Much like content marketing and display advertising, video marketing has become a discipline that requires thoughtful execution in both creative development and online syndication. Though YouTube has previously been the leader when it comes to video distribution, it's no longer the only game in town, and for many it may not even be the most important. Many marketers are now leveraging their own branded websites and custom video channels to house their expanding libraries of video content, reducing their dependency on YouTube for video management and playback.

Social media channels such as Facebook, Twitter and LinkedIn are now equally, if not more, important channels for video syndication for brands in many different industries. A wide range of video ad networks is now available to assist in syndication of video-based ads. In 2016 we'll see marketers expanding their use of digital channels well beyond YouTube to reach their audiences wherever they happen to live and travel across the web.



360-Degree Video Format

360-degree video format stands ready to change video storytelling. Big brands like *Star Wars* have already begun experimenting with 360-degree video. In September, it released a 360-degree video to promote the *Star Wars* movie release. Major platforms will continue battling it out for 360-degree video content in 2016. Look for both YouTube and Facebook to continue investing in their 360-degree video playback technology and user experience.

Video as Content Marketing

Most brands have already experimented with adding video to their website or social media channels. In 2016, you can expect marketers to make video a bigger piece of their content strategy by publishing regular video content. According to Zentric CEO and founder Pieter Mees, "Video will become smarter in various degrees, noticeable to the consumer or not. Marketers will tie data to videos so they dynamically adapt and change themselves to align with your interests and behavior, similar to your Facebook feed."

Live Streaming Will Provide Big Changes for Big Players

Live streaming exploded in 2015 thanks to platforms like Periscope and Meerkat. In addition to these user-generated content platforms we saw large deals between big players, such as Yahoo and the NFL live-streaming a game from Wembley Stadium in London. With Facebook introducing Live Streaming to their users, many are already taking advantage of promoting live events demonstrating the use of their products, posting announcements, sending email invitations and Facebook announcements drawing viewers to their Facebook page at a specific date and time.

Visual Content Marketing

The explosion of visual content cannot be ignored by marketers. It is estimated that 3.8 trillion photos were taken in all of human history until mid 2011, but 1 trillion photos were taken in 2015 alone. YouTube alone has over a billion users worldwide. Nearly 60% of all digital impressions are now driven by visual content. Video has emerged as the medium of choice and to stay relevant and achieve business results, companies must recognize and adapt their content strategy. [12]

We recommend naming images appropriately. Image names are read by search engines. Where DC557.jpg means nothing, Cherokee-bunkhouse-interior.jpg tells part of the story.



Video as Part of Your Internet Marketing Plan

At DP Ball Advertising, we are aware of the changing technology that determines how, when and where your customers find your advertising. We adapt and engage accordingly, helping you sort out the opportunities to provide you with the best ROI. Consistent, benefit-rich messages work, no matter the medium. Put this concept to work for your dealership. Remember, no matter the media, it is the message that brings customers through your door. Delivering strong, benefit-rich, compelling messages in the right medium at the right time simply works. Give us a call today to get started! 440-285-8164.



Online marketing is becoming more user-friendly, which means businesses will have an ever expanding choice of tools to reach new markets and stay ahead of the competition. Each dealership is unique with regards to their inventory, brands, budget and procedures. The amount allocated for advertising in each medium varies with each dealer's unique set of circumstances.

The only way to really know the effectiveness of your advertising dollars is by measuring results. There needs to be a consistent method of capturing data about customers who visit your dealership. Failing to ask a customer where he saw your advertising, means you can't compare one medium to the other accurately to see where your advertising dollars are giving you the best return.

Today we have metrics to let you know how many people are served your ad according to keywords, landing pages and other criteria. You see the number of clicks to your website. But without asking the customer how he found your dealership, you don't know if a click becomes a true conversion.

Incorporating new opportunities as they are developed and adopted by consumers, will help dealerships remain successful and continue to grow.

Get your sales team excited about getting answers. Offer incentives to 'log' customer information and make sure they ask the customer to opt in to your email list, so you can send notifications of sales events, special offers and lifestyle articles.

Video has a place in every dealership's marketing plan. Simple video shot from a smartphone showing events, prize winners, happy purchasers and even answering service questions, can be placed on your Facebook feed. Walk-thru and instructional videos can be placed on your website pages, using social media to link customers to your website for viewing.

YouTube channels make creating and posting video easy, but your video is seen along side of your competitors. Investing in a small software program to keep you video on your website is a better option.

Purchasing digital pre-roll air time to ideally place 15 second spots into circulation, is a natural extension of TV advertising.

Promoting 360-degree videos provided by some manufacturers through email links will give the customer a thorough look at the RV they are inquiring about.

Video has a high conversion rate. A picture may say 1,000 words, but a video speaks volumes.



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Testimonials



WORKING TOGETHER SINCE 1988! 28 YEARS OF SUCCESS!

"Maintaining a balanced, consistent schedule of traditional and internet marketing is key to steady growth. Working with an agency who is not only familiar with your industry, but your target market gives you a distinct advantage. When you find something that works, you stick with it, and Chilhowee RV has found an agency that works for us. I would not consider using anyone else"

Leland Waggoner

Chilhowee RV Center, Knoxville TN



WORKING TOGETHER SINCE 1994! 22 YEARS OF SUCCESS!

"We were all amazed at the results we experienced! We teamed up with D. P. Ball Advertising and Dan orchestrated an advertising program for the entire year. Even though we experienced unforeseen events throughout the year, we stayed on course and followed the plan all the way through the year. It really paid off. We naturally continued our relationship with D. P. Ball Advertising and have continued to increase sales. I am looking forward to many more years of record breaking sales!"

Brad Scott

Scott Motor Coach, Lakewood, NJ



WORKING TOGETHER SINCE 2005! 11 YEARS OF SUCCESS GOING STRONG!

"I am as conservative and skeptical as they come when it comes good quality and effective marketing and advertising practices. For years I've been keeping an eye on the progress, success and longevity that D.P. Ball Advertising has had with so many RV Dealers throughout the country, so I thought it was time to join up with them and give them a try. Business has been great with more sales than I thought possible. I give credit to DP Ball advertising for our new-found success. The marketing and advertising DP Ball Advertising has provided has been superb and we are looking forward to a long and prosperous relationship together."

Steve Bell

Bell Camper Sales, Bartlesville, OK



WORKING TOGETHER SINCE 2006! 10 YEARS OF SUCCESS!

☒ried other advertising agencies ☐no one else compares to the performance that DP Ball Advertising provides ☐

Mike Porter

Bluenose RV, Bridgewater, NS Canada



WORKING TOGETHER SINCE 2004! 12 YEARS OF SUCCESS!

"Thanks to D.P. Ball Advertising our retail business has grown over 20 percent this year. We are having great success with all of our on lot shows! Your expertise in the advertising field has really helped to get us dialed in on the market. We appreciate all that you have done for us and look forward to working with you in the future."

Randy Bowling

Bowling RV, Ottumwa, IA



WORKING TOGETHER SINCE 1992! 24 YEARS OF SUCCESS!

"We have been in the RV business and a RV dealer for decades. I can tell you that I am a very hard-nosed businessman when it comes to spending a dollar, so it is imperative to us that we receive the best results from the advertising to ensure that we will make the sales. I would not ever consider using anyone else to handle our advertising. I have tried a lot of different advertisers before D.P. Ball Advertising took over, and nobody even came close to delivering the results that they provide us. Keep up the good work Dan, and we look forward to a long and successful working relationship together."

Marlin Ingram

Marlin Ingram RV, Montgomery, AL



WORKING TOGETHER SINCE 1992! 24 YEARS OF SUCCESS!

"The efficiency and customer service that DP Ball Advertising delivers is absolutely the best anyone could ask for. The response time, turnaround time, and attending to our every need instantaneously, far exceeds our expectations. This superior customer service beats all others, regardless of the industry."

We have been working together for years, and look forward to a very long and successful relationship together."

Richard Gore

Dick Gore's RV World, Jacksonville, St. Augustine FL., Savannah, GA



WORKING TOGETHER SINCE 2002! 14 YEARS OF SUCCESS!

"We were looking for powerful, results-driven advertising messages. After in-depth research, we concluded D.P. Ball Advertising delivered the best advertising available — it's that simple."

Mark Meyer

Meyer RV Superstores and Mark Leisure Time Marine Churchville, Canandaigua, Bath, and Conesus, NY



WORKING TOGETHER SINCE 1986! 30 YEARS OF SUCCESS!

"I have turned to Dan Ball for marketing input and ideas since we first started Guthy-Renker 30 years ago. He is a student of advertising, a master at selling, and has a keen eye for persuasion techniques and methods..."

Greg Renker

Guthy-Renker, Santa Monica, CA



WORKING TOGETHER FOR SUCCESS in 2016!

☐We started in March of 2016 with D.P. Ball Advertising services, and so far they have lived up to everything they have claimed they said they could and would do for us. We were always compelled with their advertising messages we received through the mail over the years and finally thought we would give them a try. We are very pleased we did. Our internet leads have doubled and customer

traffic and sales are much greater now than they have been in previous years. They are one company that definitely practices what they preach. I will have to admit, I am always suspect when a company claims they can provide so much value, and deliver so much promise. But in this case, they have delivered what they said they would. I would highly recommend the marketing and advertising services of D.P. Ball Advertising if you are looking to improve the efficiency of your advertising."

Jeff Pilon

Ricks RV Center, Joliet, IL



DP Ball Advertising
11580 Tall Pines Dr.
Chardon, OH 44024

ATTENTION: OWNER

We deliver propositional, benefit rich, compelling messages to assure you are CAPTURING THE GREATEST RETURN on your advertising investment.

Internet Marketing Services

- Website Development & Maintenance
- Social Media Program – Facebook, Twitter, YouTube, Pinterest
- Email Marketing – Email Blasts
- Text Campaigns – Pay-Per-Click Campaign
- Display – Search and Redirect Banner Ads
- Content Marketing – Blogging, etc.

Traditional Marketing Services

- | | |
|------------------|-------------|
| • Television | • Magazine |
| • Radio | • Brochures |
| • Billboards | • Posters |
| • Press Releases | • Banners |
| • Newsletters | • Signage |
| • Print | • Flyers |
| • Newspaper | |



What Makes DP Ball the Best Choice in RV Advertising and Marketing?

DP Ball Advertising, Inc. has spent 32 years serving the RV industry with multi-channel direct response marketing. Founded in 1984 by Daniel P Ball, the company has served RV dealerships throughout the United States and Canada, offering consultation, direct response advertising campaigns, media planning and purchasing in traditional and digital marketing venues as well as creative services and website development.



dpballadvertising.com

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