Don't Just Place an Ad - Sell Your Car!

With more consumers shopping on the Internet, how do you make the products you're selling online stand out? It's important to take advantage of the space you have online to creatively merchandise your ad, turning potential buyers into real customers.

Sites such as AutoTrader.com have found, for example, that when in-market car shoppers are scanning online classified ads -- other than price -- the way inventory is presented is the main driver for how consumers respond to ads.

"There isn't one secret formula to ensuring a sale, so find a style that meets your needs -- and more importantly, one that appeals to your online customer," says Chip Perry, CEO of AutoTrader.com.

One way to help consumers experience products online is through attractive photos of your vehicle, which have become easier than ever to post. While one picture is great, providing multiple photos is even better. Take a picture of the sides, the interior, the back seat, even under the hood. Since the potential buyer can't be there in-person, give them snapshots of everything they would want to look at. Here's a helpful hint -- make sure it's clean and shiny before taking a photo; consider getting the car detailed first.

On the Internet, you can show AND tell much more than if you run a newspaper ad -- so take advantage of the extra space and set what you're selling apart from other listings. Describe particular qualities -- does your SUV have low mileage, are you a non-smoker, did you get a check-up or oil change every 3,000 miles, or does your sedan get good gas mileage?

Finally, tell a story about your product and give your listing a personal touch. In addition to giving a good selling point about why it's the best out there, talk about its history.

"You can narrate as if you were walking around the car," says Perry. "Give specs and tell them about what's under the hood, the type of speakers, the interior leather and even number of airbags. Invest a little more time on the product description and you will see a great return."

When writing your online classified ad, take advantage of the tools offered to deliver the best impression of your product.

For more information, visit AutoTrader.com

SOURCE: AutoTrader.com

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