

OEM Solutions: Branded Zones

Tailored Digital Showroom and Marketing Strategies

Your dealers are the direct link between your brand and the end consumer. When they follow best practices in their digital showrooms, they sell more inventory and simultaneously support your brand's goals. You can build a seamless branded experience throughout your dealer network by implementing the following must-haves.

OEM Must-Haves:

1

Leverage LeadVenture for a Better Experience

LeadVenture is the market-leading provider of digital solutions that move dealers and OEMs forward through best-in-class technology, setting industry standards and creating winning customer experiences.

2

Brand-Exclusive Digital Space

Branded Zones will prominently showcase your brand, provide a brand-exclusive digital space, and drive more robust buyer engagement—across your dealer network's digital storefronts. As a leading digital solutions provider, LeadVenture makes your brand more recognizable.

3

Implement OEM Promotions

Create shopper urgency and accelerate inventory turnover by maximizing promotion visibility on dealer websites across your network.

Dealership Must-Haves:

1

Brand-Exclusive Digital Showroom

Launch a brand-exclusive digital showroom within your dealers' websites to keep your product line-up streamlined, no matter where consumers shop.

2

Detailed Product Specifications

Dealers should highlight desirable inventory details that customers want, as well as more obvious ones like the price, so each unit stands out.

3

User-Friendly Design and Navigation

Every dealer should prioritize intuitive digital storefront design, including a clean homepage and direct calls to action. Simple navigation menus with clearly defined categories help customers navigate and promote your brand.

4

Mobile Optimization

Your dealerships' websites—known as digital storefronts—should be fully optimized for all devices, ensuring optimal browsing and shopping experiences for customers on any device.

5

High-Quality Images

Dealerships need to capture and use high-quality, high-resolution photos of actual units. These images help customers imagine themselves owning a new unit and paint your brand in a positive light.

6

Customer Reviews

Encourage your dealers to formulate a plan for securing and posting customer reviews on their websites. Reviews are crucial in showcasing your brand and attracting new customers.

7

Inventory Management

Your dealers should utilize systems integrating with their DMS to automate inventory updates. This guarantees that product listings are accurate and always up-to-date.

8

Streamlined Digital Retailing

Dealerships—regardless of the vertical—should implement payment calculators, online financing applications, and payment options. These tools reduce buying barriers and speed up the purchase process.

9

Local Discoverability and SEO

Encourage your dealerships to optimize their websites for local organic search by maintaining accurate Google Business profiles, using location-based SEO strategies (e.g., adding location into product descriptions), and utilizing voice search optimization. SEO can give your dealerships a digital leg up to sell more of your inventory.

10

Effective Digital Marketing Integration

Through targeted advertising, social media engagement, and automated email marketing, dealers can bring more buyers to their sites, build a loyal community, and sell more inventory.

Collaborate closely with your dealerships to implement the right tools and practices, using the right technology provider and strategies to strengthen your brand's presence. By fostering a cohesive brand experience and supporting your dealerships in adopting these best practices, you'll empower them to deliver a superior shopping experience aligned with your goals, ensuring long-term success for your brand.

[Learn More](#)

Launch a seamless branded experience with [LeadVenture's Branded Zones](#) across your dealer network.