

The Dealer Marketing Self-Check

Fifteen honest statements and one website test. No software, and a clear picture of where to start.

+1

It's true today

0

You're not sure

-1

It isn't true

Do it with your team.

Have everyone score it on their own, then compare. The arguments are half the value.

1. Ownership and awareness

4 items

- | | | | | |
|----|---|----|---|----|
| 01 | We know who on our team, or which partner, owns our marketing. | +1 | 0 | -1 |
| 02 | Our own name is the first thing people see on our signs, trucks, and gear, not just the brands we sell. | +1 | 0 | -1 |
| 03 | We know what our marketing dollars actually went toward last year. | +1 | 0 | -1 |
| 04 | We know what our strongest local competitor is doing. | +1 | 0 | -1 |

2. Can people find you?

3 items

- | | | | | |
|----|---|----|---|----|
| 05 | Our Google Business Profile has the right hours, phone number, and address right now. | +1 | 0 | -1 |
| 06 | If someone searched for us online today, they'd find an active, current presence. | +1 | 0 | -1 |
| 07 | We show up in our community: in-person events, sponsorships, and the like. | +1 | 0 | -1 |

Number 5 is the one most dealers get wrong without knowing it. Look it up before you score it.

3. Reviews

2 items

- | | | | | |
|----|--|----|---|----|
| 08 | We ask every customer for a review after the sale. | +1 | 0 | -1 |
| 09 | We respond to our reviews, good and bad. | +1 | 0 | -1 |

4. Social media

2 items

- | | | | | |
|----|---|----|---|----|
| 10 | We post on our own social media at least once a week. | +1 | 0 | -1 |
| 11 | We respond when someone comments or messages us. | +1 | 0 | -1 |

5. Follow-up and leads

2 items

12 We have a real system for following up after the sale, not just remembering to.

+1

0

-1

13 When a new lead comes in, we respond the same business day.

+1

0

-1

6. Digital tools

2 items

14 We've run some kind of targeted digital ad in the last year.

+1

0

-1

15 We've gotten a real lead from our website in the last 30 days.

+1

0

-1

7. The website test

1 item

16

Scan the code to run our free website scanner, or go to bailey.ag/articles/dealer-marketing-self-check. Enter your website and you'll get a grade in about 30 seconds.

Your site results will be stored in case you reach out for help.

Grade **A** is +1, **B** is 0, and **C** is -1.

A

B

C



WEBSITE
SCANNER

Add it up.

Your total lands somewhere between -16 and +16.

YOUR SCORE	WHAT IT USUALLY MEANS	WHERE TO START
+11 to +16	Your basics are working.	Find the one area still at 0 or below and fix it next.
+1 to +10	A solid start, with real gaps.	Start with any -1 in sections 2 and 3. Those are the cheapest fixes.
-16 to 0	Most of your marketing is running on borrowed trust.	Start with your Google profile, asking for reviews, and one post a week.

MY ONE FIX THIS MONTH

My dad taught me something I still live by: **one improvement daily**. He was right. Start with your one fix, make it a little better every day, and take the self-check again next quarter to see what moved.

Want a second set of eyes on your score?

Send it over and I'll tell you where I'd start. No pitch, just a straight answer.

Cody Bailey · codybailey@bailey.ag · bailey.ag/contact

