



# CRACK THE CODE: GUIDE TO ENGAGING 4 KEY CUSTOMER PERSONAS IN 2024

In a rapidly evolving automotive landscape, dealerships are facing unprecedented challenges – and new opportunities. As buying behaviors, preferences and product mixes change, new customer types are emerging.

Recognizing these increasingly important buyer personas and understanding their unique needs and preferences is key to future dealership success.



## FUTURE EV BUYERS

EV buyers have remained an elusive target for U.S. auto dealers. According to S&P Global Mobility, EVs remain a mostly additive purchase, with 7 in 10 joining other vehicles in the driveway instead of replacing one.

**Dealerships must have the right inventory, but also with the knowledge and expertise to speak to each customer's unique motivating factors for purchase.**

- » Address common misconceptions
- » Highlight the benefits of EV ownership
- » Provide pre- and post-sale education and support



## BUYERS NEW TO YOUR DEALERSHIP'S PMA

With the rise of digital retailing there is room for significant growth. According to U.S. census data, the share of movers from a different state or county rose by 2.4 percentage points in 2022 while the share of movers from abroad approximately doubled, from 2.3% to 4.9% – the highest since 2018.

**As new buyers move into a dealer's PMA, they likely won't have brand loyalty established with any local dealership. This represents an opportunity to engage buyers new to your dealership's PMA and retain customers for the long-term.**

- » Mine PMA for true conquest customers
- » Create a strong first impression with personalization
- » Build trust to retain customers with ongoing communication after the sale



## SERVICE-TO-SALES CUSTOMERS

The average age of light vehicles hit 12.5 years in 2023 – a record high. This represents a growing opportunity to engage customers coming in for frequent repairs on older vehicles.

**By mining their upcoming service appointments, dealers can leverage predictive marketing technology like Mastermind to identify the best service-to-sales leads like those due for an upgrade based on the age and condition of their vehicle.**

- » Mine upcoming service appointments to identify the best service-to-sales leads
- » Engage customers in the service drive
- » Consider strong motivators for service-to-sales customers:
  - Special trade-in incentives
  - Flexible financing options
  - Highlighting the reduced maintenance of newer models



## NOMAD BUYERS

Nomad buyers, also known as “one and done” buyers who own a brand once and defect, are a challenging yet invaluable segment for dealers.

Looking ahead, nearly 6 of every 10 nomad shoppers are expected to switch brands with their next vehicle purchase, according to S&P Global Mobility. This represents a huge opportunity and potential challenge for dealers in 2024.

**Using the insights from dealership marketing tools, dealers can delve deep into nomad buyers' motivating factors to proactively prevent defection – and to conquest nomad customers from competitors.**

- » Proactively engage nomad buyers to get ahead on defection
  - Emphasize commitment to post-purchase support, offer extended warranties or even provide special service packages – to promote loyalty.
- » Conquest nomads driven by the allure of new features
  - Offer sneak peeks into upcoming models, exclusive test drive invitations or loyalty programs that offer them early access to new launches.

Want to learn how Mastermind can help your dealership adapt, thrive and achieve sustainable success in 2024 and beyond? [Contact us for a free demo.](#)



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