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Automotive Sales Leads – How To Capture And Generate Leads From Your Own Website

By Gus Skarlis

If you are like most car dealers when prospective buyers visit your current website you only have 2 ways to capture their information.

They must either submit a vehicle inquiry (less than 3% will do) or apply for financing (less than 1% will do), that means 96% of your website visitors are leaving your site without you even knowing who or what they were looking for.

Now some car dealers will have savings certificates and free test drive gifts but that still only captures the "in the market right now crowd."

Consumers use the internet for information and most of the time they will look and shop a few months before they are actually ready to buy. With your website only offering 2 ways to capture your visitors information and these two methods being designed for ready to buy now consumers it is totally eliminating your chance to follow up with the "not ready to buy at this exact second" crowd which is over 96% of your website visitors.

Studies have also proven that generating automotive leads from your own website offers the best closing ratios however if you do not have effective ways to capture those "ready to buy now" and "just looking" automotive sales leads you will never see the true success of your Internet Sales Department.

You need to look at your current website capture methods and try to incorporate a system that will be able to capture your visitors information no matter where they are at in their own buying cycle.

By focusing your capture efforts and trying to build a large database of email addresses you will have greater success and sell more vehicles online.

If you would like to see what some of the top automotive groups are doing to build their database visit:

<http://www.HiddenAutoLeads.com>

Gus Skarlis, founder of Hidden Auto Leads has developed a turn-key lead generating system for automotive dealers that will capture website visitors no matter where they are at in the buying cycle. This unique system can be set up in a few hours and only costs \$47 per month for unlimited leads. For more information visit:

<http://www.HiddenAutoLeads.com>

or call 1-800-757-7496

Generate Sales with Lead Generation Marketing Tools

By Erick Shipmon

One of the best projects to undertake as an online marketer is to master the art of generating sales from your warm market contacts. A warm market is simply people who have already been exposed to your business and marketing plan. It can be described as "breaking the ice" with your potential customers. The best way to generate a warm market is with lead generation marketing tools.

A marketing tool is a tool that people use to create what we call lead prosperity. If you are not in lead prosperity, you are not making money with your online business. With lead generation marketing tools you may decide to create several lead capture pages which are designed to generate interest from prospects on your business. The pages will contain a place to enter their contact information i.e. (name, telephone number, and email). This is also called a lead capture form.

After the information is filled out on the lead capture form, the individual is redirected to a URL that contains your main site. This sounds very easy to do, and it is, however when marketing online, most opportunities have a lack of effective lead capture systems and worse, a lack of professional presentations. The goal is to seek powerful lead generation marketing tools and presentations that capture leads and allow proper follow-up no matter the opportunity presented. Seek out professional designers and ad copy writing services that can create professional lead capture pages and the software to manage it all. Also conduct follow-up marketing with the Auto responder systems that follows up with every lead that fills out your capture page. Next, search for a robust prospect manager to properly manage your hot-response leads. Remember, your warm market is created as soon as the prospect enters their information on your lead generation page. You should experience an increase in sales from using this marketing approach.

Erick Shipmon has been a Internet Marketer Since 1997. His website

<http://www.workathomebasedbiz.com>

uses a new revolutionary concept that includes lead generation

and other advanced marketing techniques in a easy to use turnkey system that generates online profits.

Generate Sales with Lead Generation Marketing Tools

Do You Build Or Buy? (Tips On Leadgeneration)

Lead Me On – Learn About Internet Marketing Leads

Triple Your Web Leads With Email Auto–Capture

Generating More Traffic to Your Website

Pay Per Text Marketing

Magic Subscriber – Automatically capture your visitors email addr

Power Profits Autoresponder Course

Webmasters Power Pack

Affiliate Enhancer



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[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!