

To help support you during Lockdown #3, we've pulled together a handy summary of our help and advice guides, so you can quickly find the support you need at this time by clicking on the title links. Our teams are always on hand to answer your questions, so please do reach out to your account manager in the usual way.



#1: [Your Guide to Car Buyers' wants and needs in the 'new normal'](#)

A 7-point guide to car buyers' wants and Needs in the 'new normal' will help you understand what role the virus is playing in people's decisions to buy a car.



#2: [Top Tips for handling email enquiries](#)

Over both Lockdown #1 and #2 we've seen a shift in buyer behaviour, with email overtaking call enquiries, as showrooms close. [With 50% of in-market buyers expecting a response to an email or text message within 24 hours and a third \(35%\) expecting to hear back within just one hour](#), being responsive to email enquiries is vital at this time.

eBay Motors Group Consumer Insight Panel, September 2020. eBay Motors Group Data Warehouse, April 2020 & Nov. 2020



#3: [Top Tips for nurturing phone leads during COVID-19](#)

With Click and Collect/Deliver services still operating, many buyers will also expect to get an answer to their enquiries over the phone. Visit the link above for our top tips to making sure your phone routing and lead management processes are in the best possible shape to respond.





#4: [Top Tips for doing a virtual walkaround of your vehicle with potential buyers](#)

Offering a virtual walkaround of the vehicle can go a long way to supporting buyers' decision making and also helps build relationships, albeit virtually, which is crucial to nurturing consumer confidence to commit to a purchase.



#5: [Top Tips for creating your own video channel](#)

With car buyers relying heavily on online information to research their next car purchase right now, having a video channel to provide informative, entertaining, and easily accessible content could be a powerful marketing tool.



#6: [Top Tips for shooting videos of your vehicles](#)

Providing in-market buyers with rich, visual content that gets under the bonnet and brings the vehicle to life could make all the difference. Here we suggest some simple steps to taking high quality videos for your dealership.

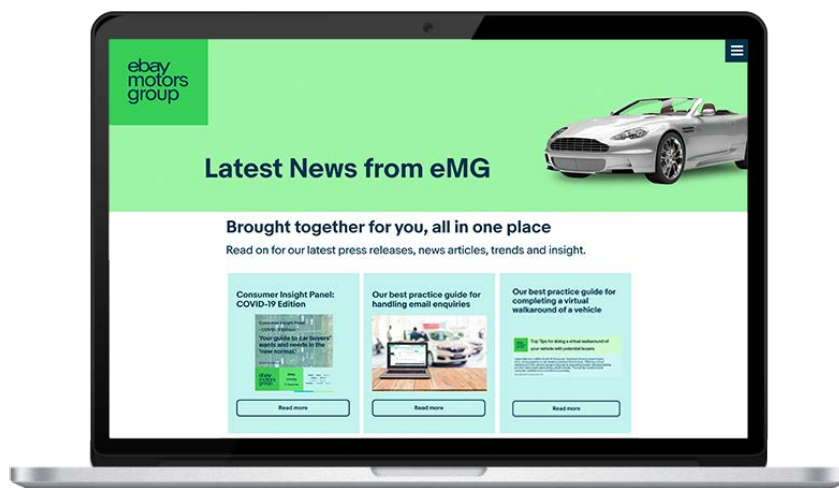


#7: [Top Tips for merchandising your stock during COVID-19](#)

With 100% of your potential customers looking at your stock online now, it's vital to make a good impression from the start. Spending some time on attending to your vehicle merchandising could really pay off, as buyers start to whittle down their choices.



#8: [And here we go again - Advice we shared in Lockdown #1 on working from home and how to juggle parenting and homeschooling \(along with your job\) and stay sane!](#)



For more help and advice, please contact your account manager or email support@ebaymotorsgroup.co.uk