



THE POWER OF SENDING A FIRST-RESPONSE VIDEO

- 1 BUILD INSTANT TRUST**
Customers distrust dealerships by default. A 200-30 second personal video breaks that wall immediately.
Face + voice = credibility.
- 2 HUMANIZE THE EXPERIENCE**
Customers don't connect with templates. They connect with people. Video is the modern-day handshake.
- 3 STAND OUT FROM EVERY OTHER DEALER**
Everyone can text. Everyone can email.
Almost nobody sends a personalized video.
This becomes your competitive advantage.
- 4 BOOST APPOINTMENT SHOW RATES**
Once the customer sees you, they feel:
- More comfortable - More likely to show up
Video dramatically increases kept appointments.
- 5 REDUCE FRICTION & BACK-AND-FORTH**
A great intro video; Fewer messages.
- Confirms the vehicle Faster progress.
- Sets expectations
- 6 MAKE YOURSELF MEMORABLE**
Customers request info from multiple stores.
They only remember one –
the one who sent the video.

20-SECOND DIGITALCARGUY INTRO VIDEO SCRIPT

"Hey [Name]: this is [Your Name] with [Dealership]: I just received your request on the [Vehicle] and wanted to personally introduce myself: I'm confirming availability now and will text you with a couple quick options. If you need me