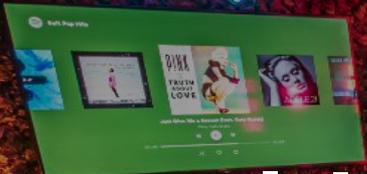




Dream big



SUPPORT YOUR LOCAL GIRL GANGS

WE HONOR YOU

GOOD VIBES ONLY

Introduction to us 🖐️

ARMCHAIR MARKETING 🎧 | Leebot.

THE ARMCHAIR SHOW 🎧



**Everything's
changed, but
nothing's really
changed...**



Relationship counsellor & all round GRAFTER.



Lee Manning

Co-Founder | Armchair Marketing & Leebot.

- One of the highest awarded individuals for digital marketing in automotive.
- Led in house team at National car retailer Perrys in 2016, 3 yrs of record growth.
- Keynote Presentations for the automotive industry & Google in the UK & Europe.
- Founded the popular Youtube automotive podcast The Armchair Show, in association with eBay & AM Magazine. **300,000 views & counting!**

ACCOLADES



Ebay Motors Awards

- Digital Dealer Group of the Year 2014
- Digital Dealer Group of the Year (2015)

The Drum Magazine (UK Digital Marketing Magazine)

- Best Use of Video (Finalist) & Best Automotive 2015
- Best Automotive Content Strategy (Commended) 2015

Motor Trader Awards 2014/15

- Best Dealer Website 2015
- Digital Initiative of the Year 2015
- Best Social Media 2015 (Finalist)
- Digital Initiative of the Year 2014 (Finalist)

Car Dealer Magazine Awards 2014/15

- Best use of Social Media
- Most Influential Dealer on Twitter 2014 & 2015

Automotive Management Awards 2014,15 & 16

- Best Digital Initiative
- Best use of Video (YouTube) 2015
- Best Social Media 2015
- Best Website 2015 (Finalist), Best Social Media 2016 (Feb 2016), Best use of Video 2016 (Feb 2016), Best Website 2016 (Feb 2016).



ARMCHAIR MARKETING

Enterprise-level Marketing Consultancy & Support for Automotive.

Things like.

- 👉 Paid Advertising Management.
- 👉 Website, SEO & Content Strategies.
- 👉 Marketing Planning & Budget Setting.

👉 AND 👉

Armchair uses Leebot which gives us a rather large 'edge' over 'regular agencies' (but more on that later).

Leebot.

A better way to organise, plan, publish or promote anything.



One easy platform that upskill's everyone.

- CLASSIFIED PRODUCT WEBSITE
- PAID ADVERTISING
- CONTENT CREATION & PUBLISHING
- KEYWORD & SHOPPING BEHAVIOUR RESEARCH
- MARKETING PLANNING
- TEAM COLLABORATION

👉 No need to migrate from existing tools & **no experience required.** 👉



Now everyone can be 'an allrounder'.

**WE'RE ON A MISSION
TO UPSKILL EVERYONE.**

Support us 🙏



It isn't profound...



It isn't new...





It isn't rocket science...



**IT WILL NOT
BLOW YOUR
MIND**

MARKETING MATTERS.

So Think big.

HOW PEOPLE SEE YOU, MATTERS.

QUALITY, MATTERS.

CONSISTENCY, MATTERS.

REPETITION, MATTERS.

HOW PEOPLE FEEL ABOUT YOU, MATTERS.

SO WE NEED TO GO FURTHER.

Your adverts & content.

Basically you
at work.

Your competition's
back yard



Auto marketers have been taught that if you want sales, only this matters.

*There's always a motive behind every story.

Lead Generation partners.

Aggregator sites & referrals.



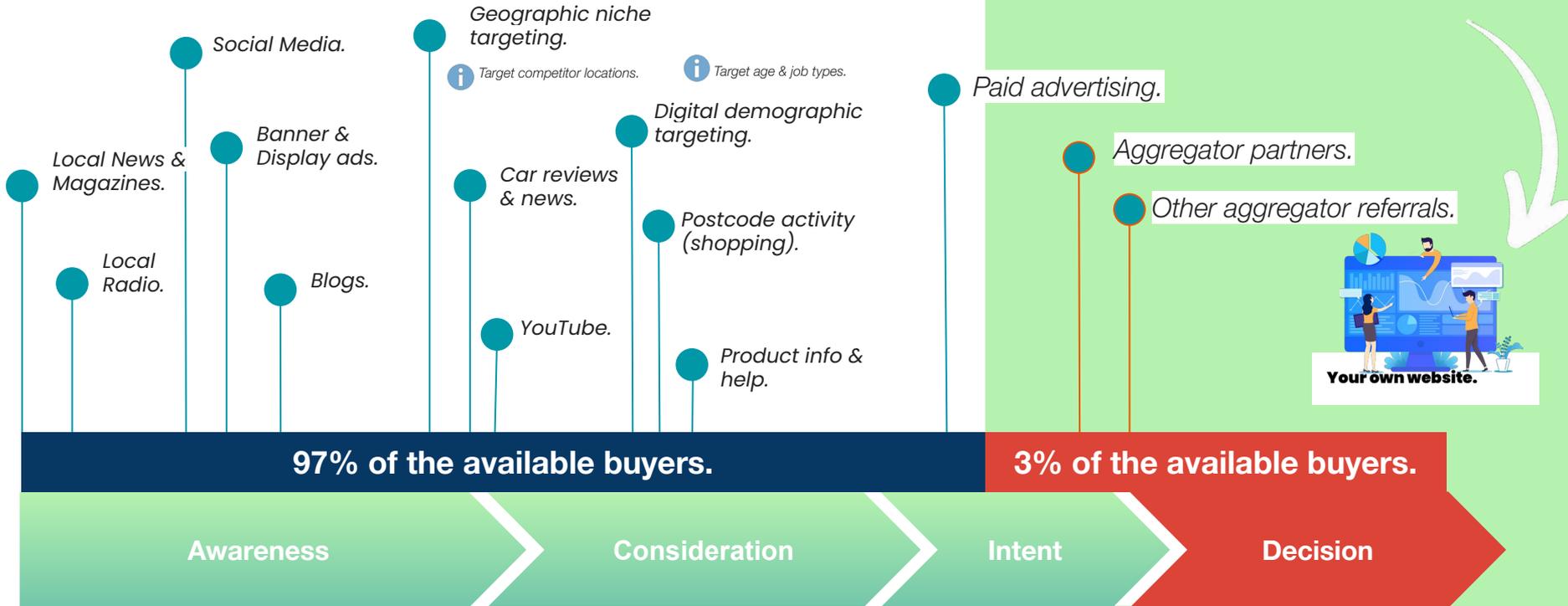
3% of the available buyers.

Intent

Decision

But there's more value here...

*Large aggregators invest in City / Town level paid marketing & content, because it's a cheaper place to be, with less competition and because dealers don't really have strong local content strategies or SEO.



And that can help
improve
conversion here.

Content marketing is growing, so get creating.

Because shoppers need more information.

Those that understand this will win.

"Leads" win you business today, but content marketing wins you predictable business for the future.



search volume

70%

Google Searches are Long Tail.

weaker intent keywords stronger intent



*Econsultancy The Impact of Covid 19 on marketing & advertising 2021

Automotive shoppers are **HUNGRY** for 'know how' content that supports the acquisition journey.

9/10

People buy off-line.¹

92%

Of buying journeys' begin online.¹

¹Google 2018, Yahoo, Comscore.



Search is the most commonly used source in the car-adoption process.⁵



Majority of shopping **behaviour is content consumption** & digital enquiry.



64.6% of people click the paid Google & Facebook adverts instead of organic.³



Creator marketing in Europe grew 14% YOY in 2020 to reach €1.3bn².



Less than 2% of used-car sales are digital today.⁴



139

Google searches

Stacey's Car buying Journey.³

186

Manufacturer Interactions

Stacey's Car buying Journey.⁴

24

Research touch points

Google Automotive



[3]Google 20181, [4]Google Stacey's Car Buying Journey 2016. [5]CarGurus Covid sentiment

ONE MASSIVE,
GIANT, BIG,
LANDGRAB.



We used Leebot to learn more about **EV buyers** because it's a hot topic.

Let's find out what it delivered.

Leebot.

👉 **100 Million audience profile types & 3 Million keyword search phrases to improve paid advertising & content creation.**

DEALS?



Your selection:

✓ Electric car

↻ Clear Results

PEOPLE INTERESTED



2,036,018

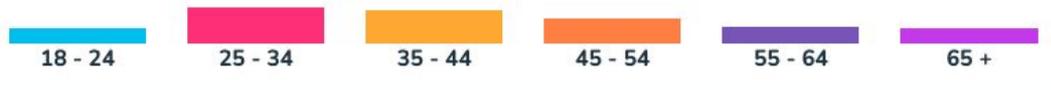
2.98% of the UK population

RELATIONSHIP STATUS



📘 Based on recent searches in Google, Facebook and Instagram [Learn more](#)

AGE



GENDER



SOURCES

G Google

G Google Search

G Google Ads

f Facebook

f Facebook Ads

f Facebook Insights

📷 Instagram



3 roadblocks preventing adopters from going electric.

I can't figure out how much electric cars cost.

I'm worried about reliability issues.

The main thing people are looking up related to reliability is not range, but rather the availability of charging stations.

Many people are conflating electric cars with other technologies, such as self-driving cars.

What's happening with EV?



Battery Electric vehicles (BEVs)

Represent **less than 15%** (growing) of global car sales and less than 3% of car searches on Google in the U.S., the U.K., and Germany - according to Google.

>20X

More
'cost-related'
searches than
other vehicles.

The share of **cost-related** searches for BEVs is more than 20X that of regular car searches in the U.S. and the U.K.



Reliability is the biggest concern

among potential buyers of electric cars in the U.K. and Germany.

**Curve balls galore:
Ford says autonomous vehicles
won't be plug-in electric.**

Why? Because of autonomous vehicles' greater daily use, EVs would need to recharge multiple times a day, fast-charging would deteriorate batteries, and these lead to downtime and lost profit.

Opportunity?



What are people searching for?

Q Are electric cars reliable

- Q are electric cars reliable
- Q are electric cars reliable **uk**
- Q are electric cars reliable **reddit**
- Q are electric cars reliable **in cold weather**
- Q are **ev** cars reliable
- Q are electric cars **more** reliable
- Q are electric cars **more** reliable **than gas**
- Q are **used** electric cars reliable
- Q are **bmw** electric cars reliable
- Q are electric cars **less** reliable

Q How much are electric cars

- Q how much are electric cars
- Q how much are electric cars **to run**
- Q how much are electric cars **to insure**
- Q how much are electric cars **to charge**
- Q how much are electric cars **now**
- Q how much are electric cars **going for**
- Q how much are electric cars **on finance**
- Q how much are electric cars **going to cost**
- Q how much are electric cars **for sale**
- Q how much are electric cars **in australia**

What are people searching for?

- are electric cars **automatic**
- are electric cars **cheaper to run**
- are electric cars **better for the environment**
- are electric cars **worth it**
- are electric cars **really better for the environment**
- are electric cars **cheaper to insure**
- are electric cars **exempt from congestion charge**
- are electric cars **the future**
- are electric cars **more expensive**
- are electric cars **more expensive to insure**

- nissan leaf electric **range**
- nissan leaf electric **review**
- nissan leaf electric **used**
- nissan leaf electric **bhp**
- nissan leaf electric **lease**
- nissan leaf electric **motor**
- nissan leaf electric **0-60**
- nissan leaf electric **mileage**
- nissan leaf electric **lease deals**

cheapest electric car deals

best electric car lease deals uk

best electric car deals uk

electric cars 2021

electric car deals uk

cheapest electric car uk

best electric car lease deals 2021 uk

electric car lease no deposit

**THEY'RE
ACTUALLY JUST
NOT SURE.**

(So help them)

How?

- 👉 Know your buyers & their behaviours.
- 👉 Do your homework (research).
- 👉 Help your customers to *learn* about your products.

(But you already knew that).

Everything's changed, but nothing's really changed.



Which-car-is-best
moments



Is-it-right-for-me
moments



Can-I-afford-it
moments



Where-should-I-buy-it
moments



Am-I-getting-a-deal
moments

How much does a VW Golf cost per month? ✕ 🔍

[All](#) [Shopping](#) [News](#) [Images](#) [Videos](#) [More](#) Tools

Page 2 of about 50,100,000 results (0.47 seconds)

Ad · <https://www.carwow.co.uk/> ▾
The car buying comparison site - Brand new Golf deals
 The best offers from local & national **Volkswagen** dealers. No hassle. No-haggle. Get the right car, from the dealer you like best, at the right **price** for you. Approved Dealers. Buy from home. Disinfected delivery. Every Major Brand. Home delivery. Buy on Your Terms.

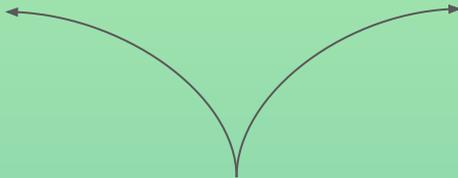
Ad · <https://www.cinch.co.uk/used-volkswagen/golf-for-sale> ▾
Don't Just Nail It. cinch It. - All With Under 70,000 Miles
 Buy Your **Volkswagen Golf** At cinch. 14-Day Money Back Guarantee To Give You Peace Of Mind. All Used Cars Under 7 Years Old & Less Than 70,000 Miles On The Clock. Order Online Now! Free Delivery To You. All Under 70,000 Mileage. Buy Online Now.
 Car Finance To Suit You · Find A ULEZ Compliant Car · Get cinchCare From £34.99

Ad · <https://www.tlisonleasing.co.uk/> ▾
New VW Golf Personal Lease - Lease From £256.13 a Month
 36 month term. 5,000 annual miles. Initial rental of £3,073.56 and £358.80 processing fee. Brand new Petrol **VW Golf eTSI 150 R** Line with Automatic. Vehicle leasing experts.
 Leased Car Special Offers · Electric Car Lease Deals · Quick Delivery Lease Cars

These adverts don't answer the question.

...so Google provides organic content to help the shopper.

Google wishes you knew the buyer journey better, because they just lost the advert click revenue.



None of these advert destination pages match Google's 'People also ask' understanding.

If they did, every single advert would perform & convert better because shoppers would have everything they need.

The more your adverts & website content matches the shopper journey, the better you will do in Google.

How much is a ford fiesta? ✕ 🔍

[All](#) [Shopping](#) [Images](#) [News](#) [Maps](#) [More](#) Tools

About 215,000,000 results (1.00 seconds)

Ad · <https://www.ford.co.uk/> ▾
Ford Fiesta - Ford UK
 Customise and personalise your perfect **Fiesta** today and make it as unique as you. Get behind the wheel of a **Ford Fiesta** & become immersed in a world of luxury. Choose Your **Ford**. Request a Contact Now. Find A Dealership Now. Find Your **Fiesta** Today.
 ↗ **Northampton** - 3 locations nearby

New Ford Fiesta
 Keep me informed
 Find out more today

Build Your Ford Fiesta
 With our configurator you can create your dream car right here.

Find your nearest dealer
 Get in touch with your local dealer & experience our New Fiesta ST

ST Performance Edition
 Limited Edition Fiesta ST
 Unique Performance

Ad · <https://www.cinch.co.uk/ford/fiesta> ▾
Used Ford Fiesta For Sale - All Cars Under 7 Years Old
 Buying A Used Ford? cinch Offers Free Home Delivery And A 14-Day Money Back Guarantee! cinch is The Easy Way to Buy a Car You Can Trust. Buy Now Online, Part...

Ad · <https://www.carshop.co.uk/> ▾ 0808 239 8962
Used Fiesta - We Have 279 In Stock - CarShop.co.uk
 Pick Your Dream **Ford Fiesta** Today, Click It & Collect It. It's That Simple! With Our Best...

People also ask

- How much is Ford Fiesta in UK? ⌵
- How much does the Ford Fiesta cost? Ford Fiesta on-the-road prices RRP from **£16,620 and rises to around £25,690**, depending on the version.
- <https://www.autotrader.co.uk> › Cars › Ford ▾
New & Used Ford Fiesta cars for sale | Auto Trader UK
- Search for: **How much is Ford Fiesta in UK?**
- What is the average price of a Ford Fiesta? ⌵
- Is Ford Fiesta a good car? ⌵
- How much should I pay for a 2019 Ford Fiesta? ⌵
- How much is a Ford Fiesta 2021? ⌵
- How much is a Ford Fiesta 2020? ⌵

Feedback

People also ask

- How much does it cost to maintain a Volkswagen Golf? ⌵
- How much is a golf 8 per month? ⌵
- How much is a Golf GTI per month? ⌵
- Is a VW Golf cheap to run? ⌵
- Do Volkswagens have alot of problems? ⌵
- Is a Volkswagen Golf a reliable car? ⌵

Feedback

are VWs good cars? ✕ 🔊 🔍

[🔍 All](#) [📰 News](#) [🛒 Shopping](#) [🖼️ Images](#) [📺 Videos](#) [⋮ More](#) Tools

About 12,000,000 results (0.62 seconds)

As a whole, Volkswagen dependability isn't where it earns the best scores. However, the **company make good cars** and consistently score well when it comes to performance, design and overall quality. Perhaps a little bit of unreliability is worth a car that is well built and great to drive.

<https://www.osv ltd.uk/volkswagen-reliability>

Is Volkswagen reliable? An impartial look at the German brand

[About featured snippets](#) [Feedback](#)

People also ask ⋮

- Are VWS reliable? ▼
- Do Volkswagens have alot of problems? ▼
- Are VWS expensive to maintain? ▼
- How long do Volkswagen engines last? ▼

[Feedback](#)

<https://www.which.co.uk/Cars/New and used cars>

Should I Buy A Volkswagen Car? - Which? - Which.co.uk

Volkswagen's long-established reputation for making superior cars – a reputation our expert Volkswagen car reviews put to the test – means its models are priced ...

Google ranks this because the page content & internal links match its own understanding of the shopper journey.

Shopper content consumption is growing. Research matters.

- How reliable is Volkswagen?
- Is the Volkswagen Golf reliable?
- Is the Volkswagen Passat reliable?**
- Is the Volkswagen Tiguan reliable?
- Should I buy, lease or hire a Volkswagen?

- Volkswagen Passat** Saloon interior, design and build
- Equipment and safety of the **Volkswagen Passat** Saloon
- Costs of the **Volkswagen Passat** Saloon
- Pros and cons of the **Volkswagen Passat** Saloon
- Volkswagen Passat** vs Volvo V60 Sportswagon vs Mazda6 Tourer
- Volkswagen Passat** Saloon vs Volvo V60 Sportswagon
- Volkswagen Passat** Saloon vs Mazda6 Tourer

Content like this loses out on visitors to savvy creators.

Help me buy – or Google will find someone who will, death by a thousand cuts.

AA [Used Cars](#) [Used Vans](#) [Finance](#) [Warranty](#) [Value my car](#) [Dealerships](#) [Your account](#)

Used Volkswagen Cars Overview

High performing, reliable and efficient to run, Volkswagens might not always be flashy, but there are few other manufacturers which produce cars with as much all-round appeal. While the VW brand may have been built around the Beetle, today its flagship is arguably the supremely popular, and consistently top performing, Golf. However, cars such as the smaller Polo, or the family saloon Passat, satisfy the needs of both the small city runaround and the motorway cruiser respectively. Broadening their range with cars such as the SUV Tiguan and the Up!, VW are always looking to cater for the everyday driver, and to make sure that they do it better than anyone else.

Volkswagen Finance

Whether you're looking to buy a classic, second hand Volkswagen Beetle, a modern, nearly new Golf or any other model from the German manufacturer, VW finance can provide the best way to cover the costs of your next car. **AA Cars finance** offers loans from one of our 31 lenders, with the online VW finance calculator displaying what the monthly and total repayments will be based on the car's price, repayment period and your credit score. It's quick and easy to arrange Volkswagen insurance, with the eligibility checker providing a decision in minutes. If you buy through an AA Cars dealer and take advantage of used Volkswagen finance, you'll receive free annual breakdown cover or a membership upgrade as well. So, for a fast and straightforward way to afford your next vehicle consider using VW finance when buying a used Volkswagen car here at AA Cars.



10 Tips for Content Creation.

*Parental advisory.

You can use these tips to quality test ANY piece of content, or ANY website page.

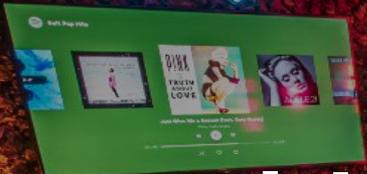
1. Start with the end in mind.
2. The User is King.
3. Users are selfish
4. Your job is to serve them.
5. Answer a question or solve a problem.
6. The content you create must lead to your goal.
7. If your goal contains no ROI, you should worry about your job.
8. If your goal contains a metric - then the metrics will tell you if the content was successful.
9. Opinions don't count as metrics. Metrics lead to money.
10. Opinion are debatable, statistics are proof.

Leebot.

A better way to organise, plan, publish or promote anything.



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DON'T HATE YOURSELF

GOOD VIBES ONLY

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Armchairmarketing.co.uk

THE ARMCHAIR SHOW 🪑



THE ARMCHAIR SHOW



#LearnProsperGrow #TheArmchairShow

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Google Podcasts

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Learn from the best.

The Armchair Show, in association with eBay Motors Group, highlights people in the automotive industry that are doing great things – things that help you to **#LearnProsperGrow**.

The show helps us to support & unite people to become the best versions of themselves.

No negative Nancy, thank you. The show's all about the brighter side of life, for those with a tiger inside them.

In association with

eBay
motors
group

eBay
MOTORS
Gumtree

#AdvertiseSmarter

The eBay Motors Group help dealers to reach millions of buyers by combining the reach and power of eBay Motors, Gumtree and the Motors.co.uk Network.

300,000+ VIEWS & COUNTING.

[#TheArmchairShow](#) ↗
automotive podcast
& YouTube show.

SUBSCRIBE
TO OUR YOUTUBE CHANNEL!

