

BMW Dealer
Styleguide
Package



Sheer
Driving Pleasure

THE WAY TO YOUR NEW BMW WEBSITE.

BMW DEALER STYLEGUIDE PACKAGE.

WELCOME.

The BMW Dealer Styleguide Package defines the new standard of the official BMW Partner Websites. In this booklet you find a brief overview of all information you need for the local rollout.

This booklet provides a general introduction on the main points to consider when creating your new website. Further details can be found in the documents referenced with download links. The shown content is specially designed to make the creation of your website as easy as possible.

Your BMW B1-CS Roof Office Team.

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YOUR INDIVIDUAL WEBSITE.

OBJECTIVE

The new web presence is designed to:



- focus on relevant content
- reduce functionalities to the essential
- ensure an easy and fast rollout

DEALER BONUS



The implementation of the BMW Dealer Style Guide Package serves as new Dealer Bonus criteria 2017 to ensure a professional digital presence according to BMW CI, up-to-date content and mobile optimized appearance.

TIMELINE



Provision BMW Dealer Styleguide Package beginning of October 2016
→ Start national rollout

Market alignment of local rollout scenario & timeline with CS Roof end November 2016

Go-Live until end Q1 2017

IN 4 SIMPLE STEPS.

1. PLAN

... your best rollout approach

Rollout is led by the national marketing department, who selects a local rollout provider and steers dealer individual rollout.

2. START

... creation of national master

- Define market and dealer version
- Steer dealer specific adaptations
- System set-up
- Content implementation

3. TEST

... new online presences

- Guide dealers through testing
- Test different device types, lead form and other functionalities
- Check legal regulations

4. GO-LIVE

... of new dealer websites

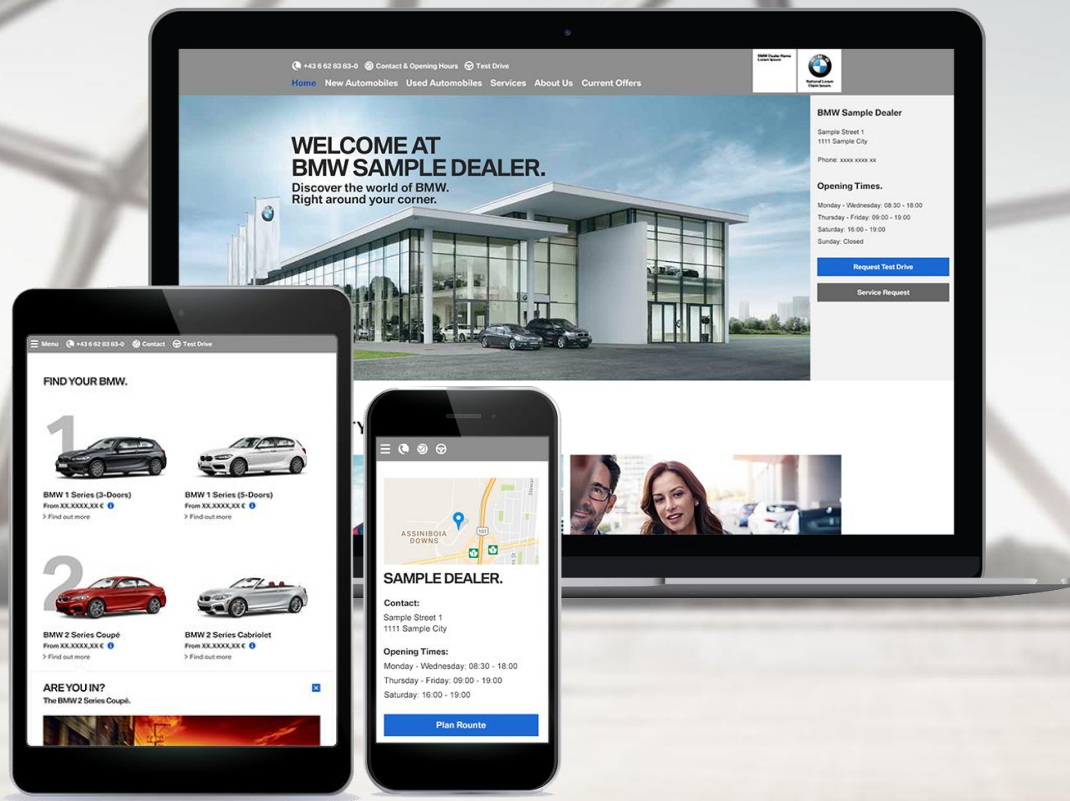
- Guide dealers through go-live process (DNS-switch, redirects, etc.)
- Inform roof office about go-live timing



DESIGN.

FOCUSED ON THE ULTIMATE
USER EXPERIENCE.

It is not just a website, it is THE digital channel to customers and the place where 80% of the buying decision starts. So the design aims to get users attracted and to be useful – for the user's benefit and your sales numbers.



DESIGN TEMPLATES.

The new website will follow the latest BMW .digital CI guidelines. To make it as easy as possible we provide you a holistic set of layouts, which can be found within the download section. Your local agency just needs to replicate these.

RESPONSIVENESS.

You do not want to lose a customer just because of the device used, neither do we. Hence, it is essential that the browsing experience is seamless across all possible devices – mobile, tablet and PC. This approach is called responsiveness and is a mandatory requirement for the dealer websites.

HTML5.

In order to ensure that the dealer websites are built in a state-of-the-art way, please use HTML5 as markup language, as it is the latest way for structuring and presenting content on the World Wide Web.

LAYOUT - PACKAGE



Download under: www.bmw.sk/dealerstyleguide



CONTENT.
SALES DRIVEN AND CUSTOMER FOCUSED.

WEBSITE STRUCTURE:

The structure shown here defines the minimum version of the new websites.
Feel free to add additional content (BMW compliant) according to your needs.

MINIMUM REQUIREMENTS:

- Sales- & service-oriented navigation (Click2Call, Contact, Test drive)
- Sales- & service-oriented main page showing dealer & opening hours
- New car – basic modelfinder (option1)
- Used car stock locator
- Overview services
- Offers (if available)
- Contact form

OPTIONAL EXTENSIONS:

- ☐ Extended modelfinder including „Quick View“ (option 2, recommended)
- ☐ Local tools (e.g. online service booking tool as iframe)
- ☐ About us: news & events, career
- ☐ Wildcards of your choice (please compare dimensioned layouts) ...

➡ **For new local content pages please abide by the BMW Digital CI Standards & Components from download section.**

DIMENSIONED LAYOUTS, MASTER
TEXTBOOK & IMAGE PACKAGE



Download under: www.bmw.sk/dealerstyleguide



CREATION.
ENSURE TO BRING
THE POWER TO YOUR
DIGITAL TOUCHPOINT.



IMPLEMENTATION GUIDELINES.

Learn more about the technical requirements that need to be met in order to gain as much benefit as possible for your new dealer websites.

For this purpose the implementation guideline document provides your agency with further technical information, which has to be considered.

The essence of the most relevant topics is summarized in there.

DEALER PARAMETER. LOYAL, RETURNING CUSTOMERS.

By using parameters and cookies your dealer websites can be operated in a way that even if a user jumps to the national website the dealer context will not get lost. This means that the dealer information will be preselected in any request form of the national website.

To ensure this functionality please refer to section 7 in the implementation guideline.

CONTACT FORM. SALES DRIVEN CALL TO ACTIONS.

To increase the interactions on your website, it is all about guidance and simplicity.

For that reason we developed a "one form for all" strategy. The user just needs to select the contact reason – this one form is the central point where you lead the user for a next best action – whether it is test drive, service request or just a general information required.

Find all information about the request form in section 6 of the implementation guideline.

Additionally you can also offer the dealer to integrate their existing form solution.

COOKIES & LEGAL TOPICS. PREMIUM ALSO IN LEGAL BELONGINGS.

Please check and comply to your local legal situation regarding cookie policy and data security regulations.

The proposed solution reflects a minimum opt-out version for cookies. Moreover proper imprints and legal note information have to be assured.

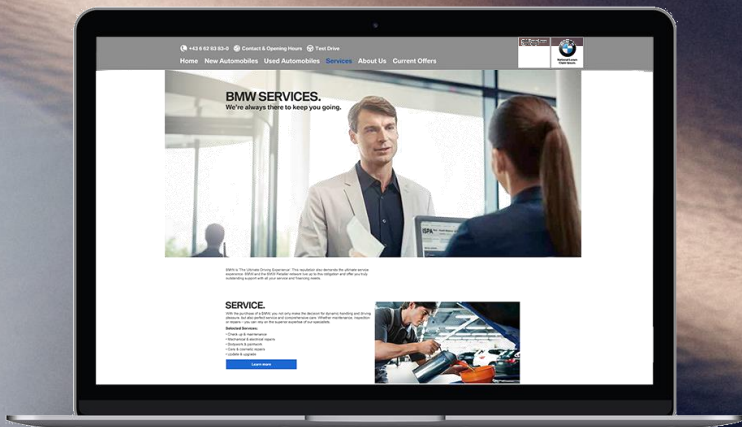
No matter which form solution is chosen, you need to follow the data security regulation:

Assure encrypted sending of data and align with the CRM responsible for legal regulation regarding data storage and processing!





ADD-ONS.
BENEFIT FROM THE
EXPERIENCE WE HAVE MADE.



SEARCH ENGINE OPTIMIZATION (SEO).

Search engines are powerful and their primary target is to offer qualitative and relevant information that matches the search query of a user. Thus, a quality content-related and well-structured website with high usability - also on mobile devices - is the best long-term investment in SEO. We therefore provide you with general considerations on this topic in the download area for migrating your websites.

VANITY URL CONCEPT.

Dealer websites should focus on the sales & service character as well as on presenting the dealership. On the opposite - general main product information is always located on NSC website. By using the vanity URL concept (self-speaking URL) you ensure that the cross-links to NSC website are updated automatically.

WEB ANALYTICS SYSTEM.

We strongly recommend to implement a web analytics system on the new dealer websites. This helps you and the dealers to monitor the most important online KPIs: website visits, unique visitors, most popular content pages, interactions like: click2call, plan route and contact forms, average duration time and traffic sources. There are various open-source and cost-free analytics systems available.

POTENTIAL CMS SOLUTIONS.

WORD PRESS - simple hosting and content maintenance, SEO integration but template development can be difficult and regular system updates are required

OPENCMS - easy content maintenance and high flexibility but higher effort for initial set-up and little development support

SILVER STRIPE - easy individualization, big development community and good documentation but not an original CMS solution

CONTENT MAINTENANCE STRATEGY.

It is all about integrity and relevance and this is why it so important to have a “living” and up-to-date website. A smart maintenance strategy will help you to gain this.

We therefore recommend you to develop model and content update on national level and distribute them to all the dealer websites. Master content can be derived from model finder and model showrooms on the national website. Please also consider to implement national sales campaigns also on dealer level in order to ensure a full coverage.





DOWNLOADS.
A MATTER OF DETAILS.

OVERVIEW OF ADDITIONAL DOCUMENTS WITH DETAILED INFORMATION:

LAYOUT PACKAGE.

This package includes all layouts of the minimum master version for desktop, tablet and mobile view. For the new car section two possible versions are included (with and w/o quick view functionality).

DIMENSIONED LAYOUTS.

This package shows the master layouts including exact dimensioning information and additional hints for specific website elements.

MASTER TEXTBOOKS.

This document contains all the texts from the master layouts. It is structured in the same way as the website. Additionally it includes placeholders for local text (like dealer name and contact information, offer sections etc.)

BMW DIGITAL ICONS.

This folders include available digital icons in negative and positive version.

IMAGE PACKAGE.

This package includes all images in the correct size used in the master layouts.

BMW DIGITAL STAGE2 CI STANDARDS.

This document includes the full CI standard for further details. Locally created content pages have to meet these design standards.

BMW DIGITAL STAGE2 CI COMPONENTS.

This document includes the CI guideline for templates and components which can be used for local content creation.

IMPLEMENTATION GUIDELINES.

This document explains additional technical requirements to be considered.

SEO OPTIMIZATION GUIDELINE.

This document explains considerations on organic search engine result optimization.

LIST OF VANITY URLS.

This list provides the current set-up of vanity URLs which should be used for crosslinks to the national website.



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