

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. This booklet provides a general introduction on the main points to consider for your new website.

The shown content is especially designed to give you a look and feel about the upcoming rollout of your dealer website. Your local office is responsible to steer the rollout in your market, they will guide you through the whole project.

Further details can be found in the documents referenced with download links.

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 plans and starts national rollout for Dealers from beginning of October onwards

Go-Live until end Q1 2017

IN 4 SIMPLE STEPS.

1. PLAN

... rollout with national marketing

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

2. ALIGN

... your individual content needs

- Based on national version, you have to define your local content (contact details, offers, etc.)
- Content implementation via national rollout provider

3. TEST

... your new online presence

- Test different device types
- Test lead form and other functionalities
- Check content accuracy and legal regulations

4. GO-LIVE

... of your new website

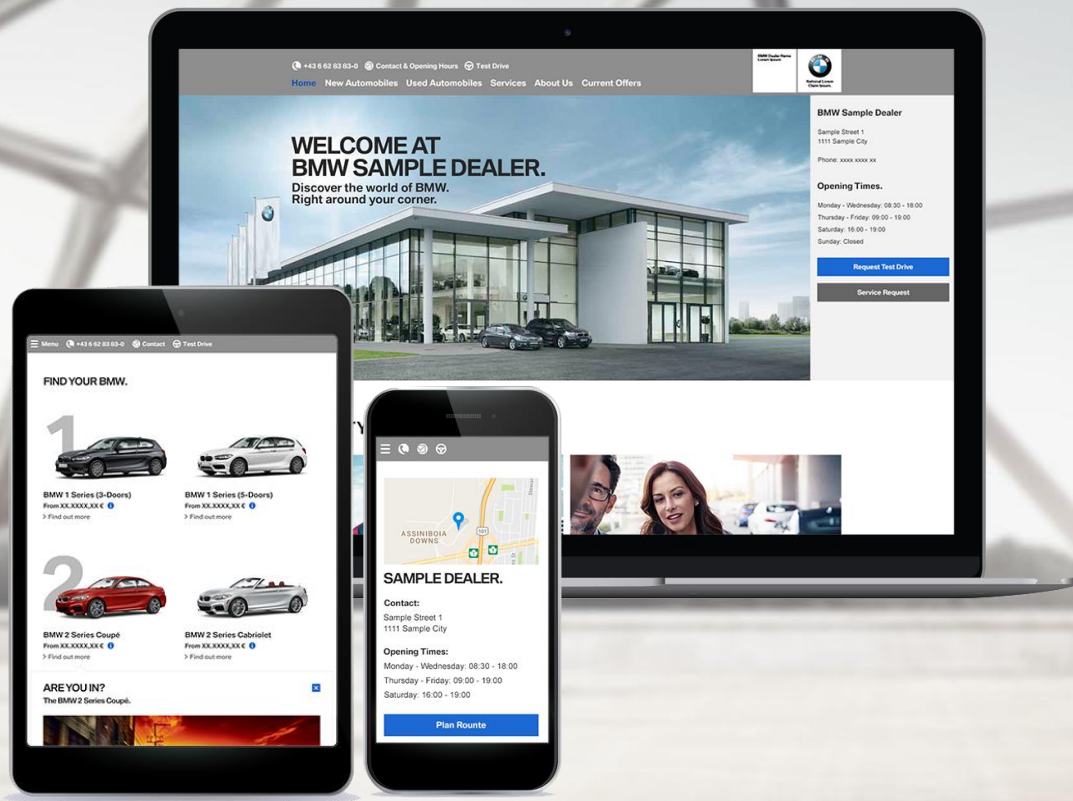
- Enjoy sales oriented structure and features
- Enjoy responsive design and simple user experience



DESIGN.

FOCUSED ON THE ULTIMATE
USER EXPERIENCE.

It is not just a website, it is THE digital channel to your 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. The website will be developed based on a holistic set of layouts, which have been designed for the whole CS region and will serve as a basis for the national master creation.

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 will be a new feature within your local website.

HTML5.

In order to ensure that your website is built in a state-of-the-art way, HTML5 will be used 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.

YOUR WEBSITE STRUCTURE:

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

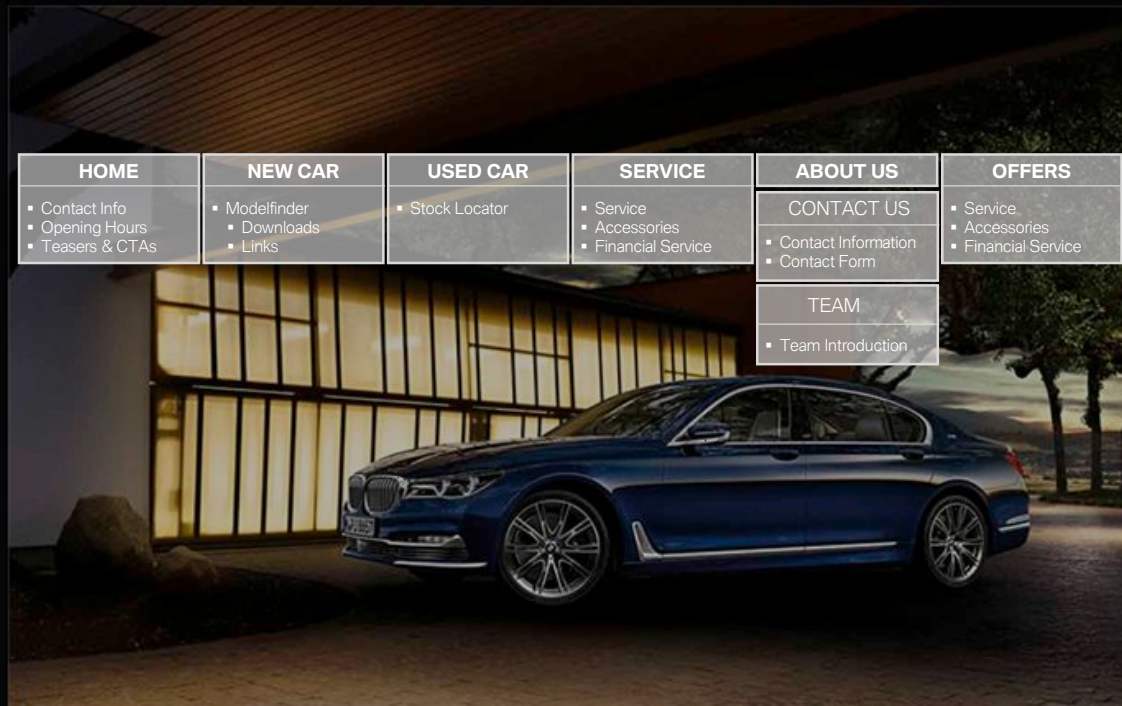
MINIMUM REQUIREMENTS:

- Sales- & service-oriented navigation (Click2Call, Contact, Test drive)
- Sales- & service-oriented main page showing dealer & opening hours
- New car – basic modelfinder (Option 1)
- Used car stock locator
- Overview services
- Offers (if available)
- Contact form

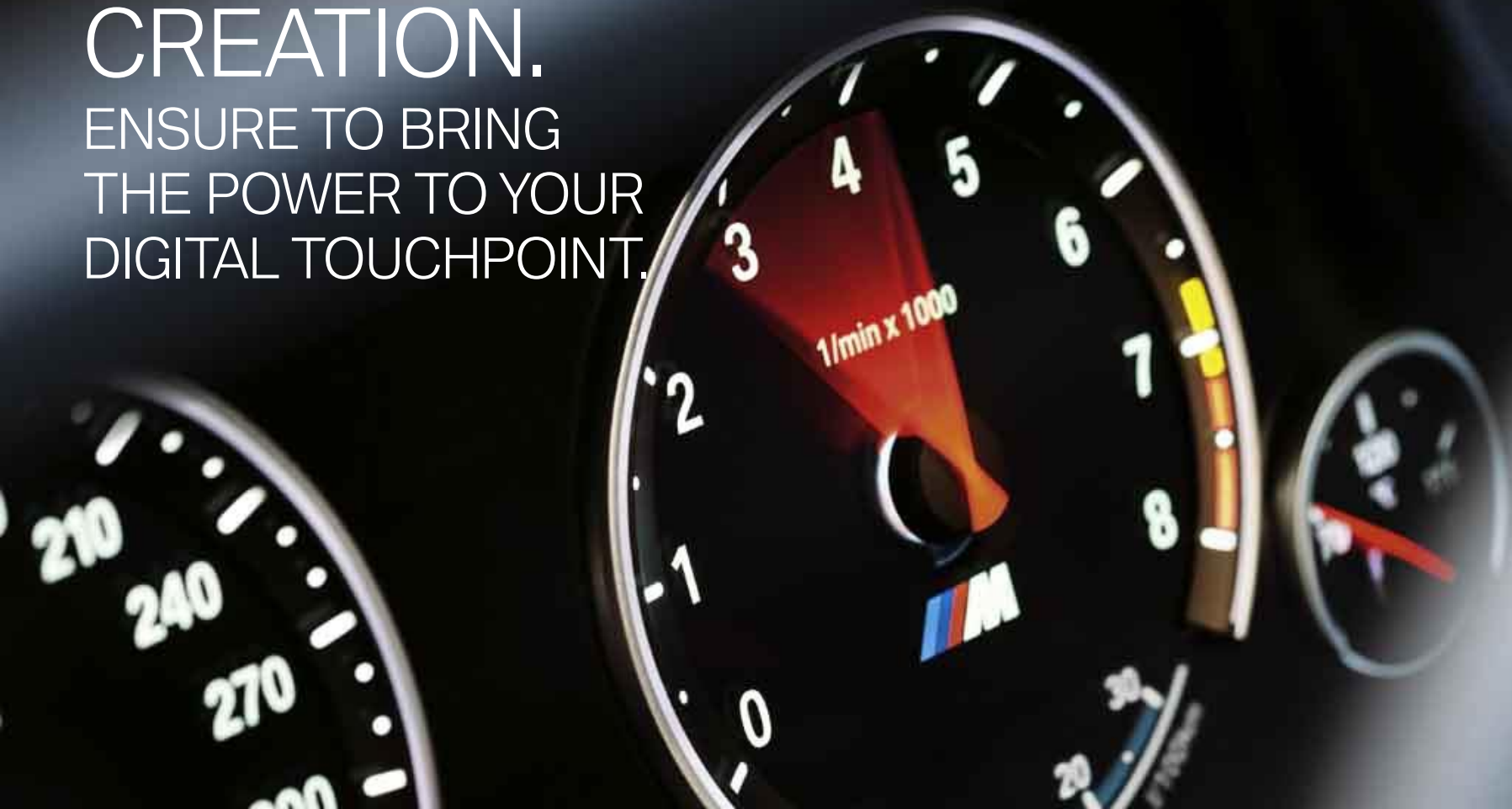
OPTIONAL EXTENSIONS:

- ☐ 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.**



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



TECHNICAL IMPLEMENTATION.

From technical perspective the new dealer websites have to follow defined standards, which bring additional benefits for you. Read more about the most relevant points here:

DEALER PARAMETER. LOYAL, RETURNING CUSTOMERS.

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

Please align with your local office in order to ensure that this functionality is implemented for your website.

CONTACT FORM. SALES DRIVEN CALL TO ACTIONS.

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

For that reason a "one form for all" strategy will be setup. 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.

In case you have already an existing form solution, please align with your local office for possible use.

COOKIES & LEGAL TOPICS. PREMIUM ALSO IN LEGAL BELONGINGS.

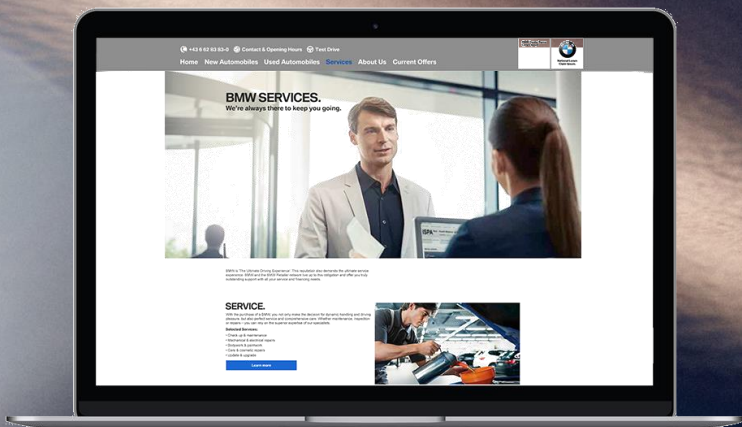
Your local office will check the market legal situation regarding cookie policy and data security regulations.

A proper imprint and legal note information have to be assured.

If you choose an existing form solution, please assure an encrypted sending of data and align with the CRM responsible from local office for legal regulation regarding data storage and processing!



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



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 that model and content updates are steered on national level from marketing department. Please align with your local office regarding the website update process and integration possibilities of dealer specific updates (e.g. offer section).

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. Considerations in this area will be covered by local office for the development of your new website. For dealer specific updates, please take these guidelines also into considerations.

CROSSLINKS TO NATIONAL WEBSITE & 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) it is ensured 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 website. This helps you 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. Please align with local office for further details and reporting possibilities.





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).

BMW DIGITAL STAGE2 CI STANDARDS.

This document includes the full CI standard for further details. Dealer specifically 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 dealer specific content creation.

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.

Please note: additional documents provided under this download link are relevant for local office and rollout agency only.

FULL PACKAGE



Download under: www.bmw.sk/dealerstyleguide

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