

Dealer intro video instructions.

How to film your introduction video for your profile and listings on Cazoo.

Why we're doing this.

We're putting dealer introduction videos on Cazoo so buyers can see who they're buying from before they pick up the phone, which will create rapport and trust between the consumer and the dealer.

That's it. Just you, your dealership, and what you offer.

What your video needs to cover.

Your introduction video should be 30–60 seconds. Buyers watch these on their phones whilst scrolling listings so it needs to be short and sharp.

Cover these four things, in any order that feels natural:

- Your name and your role at the dealership
- The name of your dealership and where you're based
- What you specialise in: makes, body types, price range, age of stock, finance options, part-exchange, whatever is most relevant to you
- That your cars are listed on Cazoo and how buyers can find you

Script suggestion — feel free to use this word for word, or adapt it

“Hi, I'm [Name] from [Dealership Name] in [Town].

We specialise in [type of cars, e.g. family hatchbacks and SUVs up to five years old].

You can find our full stock [number of cars] listed on Cazoo.

Come and see us, or search [Dealership Name] on the Cazoo app.”

Keep it simple.

You don't need to sell anything. Buyers are already on Cazoo because they want a car. They just want to know who you are and to see a friendly approachable face.

How to film it.

You don't need professional equipment. A modern smartphone in the right conditions does the job. These guidelines exist to make sure the video looks and sounds good enough that buyers trust you.

Setup

- Film inside your showroom or somewhere quiet so you can be heard clearly
- Film somewhere your cars are visible – in the background if possible
- Use natural light if you can. Stand facing a window, not with it behind you
- Film in landscape (horizontal) if someone else is holding the phone. Portrait (vertical, selfie-style) is fine if you're filming yourself
- Keep your face centred in the frame. Make sure your head isn't cut off at the top
- Stay roughly arm's length from the camera, not so close that just your face fills the frame, not so far that you're a dot

Staying still

This matters more than anything else. A shaky or moving video looks unprofessional and makes the sound worse.

- Prop your phone against something solid, or hand it to a colleague to hold – two-handed, elbows in
- Do not walk and talk. Stand in one spot
- Do not pan around the showroom. Buyers can see your stock on the listing – they don't need a tour
- If you're holding your own phone, hold it out in front of you at eye level and keep your elbow tucked in

Sound

Good audio on your video is really important for potential car buyers to learn about you and your dealership.

- Film somewhere quiet. Even a low hum of road noise in the background becomes distracting on a phone speaker
- Do not film outside near a road. Traffic noise and wind distort your voice and often make it impossible to hear what you're saying
- If filming inside near a window onto a busy road, make sure that it is a closed window
- No background music. It often clashes with the app's own audio

Do's and don'ts at a glance.

Do

- ✓ Film inside your showroom or a quiet indoor space
- ✓ Stand still and face the camera directly
- ✓ Keep the camera at eye level, centred on your face
- ✓ Use a selfie stick, tripod, or ask a colleague to hold it
- ✓ Speak clearly in plain, everyday language
- ✓ Say the dealership name clearly at least once
- ✓ Keep it to 30–60 seconds
- ✓ Film in a well-lit spot, ideally facing a window
- ✓ Check the audio before sending — play it back on speaker

Don't

- ✗ Film outside near a road, car park, or open area
- ✗ Walk around or pan the camera across the room
- ✗ Hold the phone too high, too low, or at an angle
- ✗ Hold the phone with one hand while gesturing with the other
- ✗ Use sales phrasing: “amazing deals”, “unbeatable prices”, etc.
- ✗ Assume buyers already know who you are
- ✗ Go longer than 60 seconds
- ✗ Stand with a window or bright light behind you (silhouettes your face)
- ✗ Send a video without listening to it first

Uploading your video.

Short term

If you have a Youtube Account please upload your video and set the visibility to unlisted (this means that only someone with your link can view the video).

You can then copy the link to your account in Dealer Centre.

Long term – technical requirements

Format	Youtube link
Length	30–60 seconds. Maximum 60 seconds.
Orientation	Landscape preferred. Portrait (selfie-style) accepted.
How to submit	Upload via your Cazoo Dealer Centre.

Before you send it.

Play the video back on speaker before you submit it. Ask yourself:

- Can you hear yourself clearly throughout?
- Is there noticeable background noise?
- Does your face stay centred and in frame?
- Did you say the dealership name at least once?
- Is it under 60 seconds?

If the answer to any of those is no, film it again. It takes five minutes and the difference is worth it.

Questions?

Speak to your Cazoo onboarding contact