

The 360-Degree View of Online Marketing

Nearly everyone who's in the market for a car goes to the Internet first — and they're spending upward of 12+ hours online researching and shopping.¹ This interactive workshop provides comprehensive training on what you can do in those 12+ critical hours to get them to choose **your dealership** to buy a car. From online merchandising to forward-thinking strategies like chat, mobile and social, this workshop provides a toolkit for online success.

“This was the best workshop I have attended in many years. The presentation will positively alter my business strategy.”

—Dealer Principle
New Lisbon, WI

Learning Objectives

- Learn how the Internet influences consumer shopping behavior
- The power of effective merchandising
- How to attract regional shoppers
- Advanced strategies to amp up your online presence

Audience

General managers, Internet managers, New and Used Car managers, general sales staff

For more information please contact your Autotrader Representative.

¹Source: 2015 Automotive Buyer Influence Study