



Dealership Internet Online Reputation Management

Webinar: 11:00am, Thursday – January 6, 2011

Developing and Protecting Your Online Rep – A Practical “How To” Guide

We all have them - unhappy customers. Some are justified, others not so much. However in today's hyper-sonic speed of info sharing, unhappy customers do not have to spend a lot of money or even time to grab a megaphone and encourage your customers to go elsewhere. This negative PR nightmare can be managed from your desk - or more specifically from your computer.

Join us on January 6, as Brian outlines his updated list of strategies and tactics that you can employ to dampen negative reviews, and work to proactively build your online reputation. You can and should fight back when unfair reviews are posted online and use these opportunities to your advantage to encourage consumers to visit your location and form their own opinions.

PRESENTED BY: BRIAN PASCH, PCG DIGITAL MARKETING

Date / Time	Location
Thurs., Jan. 6 11:00am (MDT)	<p>WEBINAR: NO NEED TO LEAVE YOUR OFFICE!!</p> <ul style="list-style-type: none"> • Listen to the presenter via Internet audio broadcast • View presentation slides on your computer via the Internet • Participants are able to submit questions directly to the presenter <p>Cost: CADA Members \$169 / Non-Members \$298.00</p> <p>To register: www.dealersedge.com/WEA1-Register, Enter discount code WEA1CADA (not case sensitive)</p> <p><small>** DealersEdge does accept "bill me" registrations. If you prefer to be invoiced, rather than to pay online with a credit card, please call 800-321-5312 for personal and prompt service.</small></p>

Registration Info:



This Webinar will last about 90 to 120 well-invested minutes. In addition to the live connection, after the Webinar all attendees will receive (via email) a link to download and play this program again for others on your team. Keep the recording and handouts in your training library for future reference and training. Info on how to connect will also be sent via email and CADA Member Services is always available to provide any needed assistance.

Can't make it on these dates? Why you should register anyway...

Because registered attendees receive instructions on how to download the program after the Webinar, even if you are not planning on being available on the date above, you should register so that you can listen to and view the program at a time and place convenient to you. If you register, you can listen in whenever you want.

Hosted in conjunction with: DealersEdge

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