



## Online Marketing: VIDEO

### Learn the best tool to DRIVE traffic to your store

- 54% of dealer walk-in traffic is driven by the Internet; 25% call first, 14% email first
- But, 61% DO NOT CONTACT the dealership first at all;
  - If you are not grabbing their attention online, you are missing your best opportunity to generate traffic in your store!

City	Date / Time	Location
Denver	<b>Wednesday, December 9<sup>th</sup></b> 8:00am to 11:00am <i>Breakfast included</i>	William D. Barrow Building (CADA Headquarters) 290 E. Speer Blvd (SW Corner of Grant/Speer), Denver, CO Phone: 303.831.1722

### **Part I: Critical Factors for Online Success (1.5 hrs), by Howard Polirer, Director of Industry Relations for AUTOTRADER.COM**



*About Howard Polirer.* Howard Polirer is Director of Industry Relations for AutoTrader.com. He joined AutoTrader.com in 2003 as a National Dealer Trainer and has trained more than 8,000 dealers in over 200 major markets on the industry's best practices to reach automotive consumers. With over 30 years of experience, as one of the nation's leading Internet automotive educators in the retail automotive business, he has delivered programs for a wide breadth of OEMs and has spoken and conducted workshops at conventions and conferences for NADA, NIADA, NABD and many state and local dealer associations.

- Competing today requires new ways to attract and engage consumers.
  - Effectively integrating 21st century tools and tactics into your marketing mix will drive traffic to your website, vehicle listings, and into your dealership.
- Learning objectives:
  1. Define the role of the dealership in today's Internet-driven market.
  2. Gain an understanding of automotive consumers' wants and needs and how to exceed their expectations **before** they ever visit your dealership.
  3. Comprehend the role of video and how to integrate it into your marketing strategy.
  4. Measure the impact of all online marketing efforts & implement a continuous improvement process.



### **Part II: YouTube Video Walk-Around Will Keep you Ahead of the Competition,**

*by Tim Jennings, Dealership Internet Dept. Manager & Trainer, [www.tomsparks.com](http://www.tomsparks.com) (1.5 hrs).*

- **How-To:** all the info you need to have video up and running in an hour!
  - Setting up multiple channels
  - Tips and guidelines for shooting great video
  - Uploading, search engine optimization tips, and more!
- Learn short cuts that will save you time and effort.

*Nothing I have done in 18 years of selling cars has had a faster return on my time and effort than this!!*



### *About Tim Jennings.* Tim Jennings

has 18 years of automotive selling experience. The last 15 years have been at Tom Sparks Buick of DeKalb, IL. Jennings welcomed the task of running the Internet department in 1999. At that time the rest of the staff wanted nothing to do with it. Often fellow employees would tease about the "Internet mooches." Like picking a solid stock early he now enjoys an amazing return on his investment. Jennings has built his Internet department into one of the best returns on the dollar at his store. He

spoke at the 2007, 2008 and 2009 Digital Dealer Spring Conferences. **In the Past 18 months I have shot over 500 videos that have been viewed over 50,000 times on my YouTube site!!**



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- Competing today requires new ways to attract and engage consumers.
  - Effectively integrating 21st century tools and tactics into your marketing mix will drive traffic to your website and vehicle listings as well as into your dealership.

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**TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$129 / 1<sup>ST</sup> PERSON AND \$99 / ADD'L PERSON**  
 CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [Checks payable to "CADA"]  
 or [rsvp@coloradodealers.org](mailto:rsvp@coloradodealers.org).

Dealership Name \_\_\_\_\_ City \_\_\_\_\_

Credit Card #. \_\_\_\_\_ EXP \_\_\_\_\_  
 (Visa / MasterCard / American Express accepted)

Name _____	Title _____
E-mail _____	Phone _____ Fax _____

Name _____	Title _____
E-mail _____	Phone _____ Fax _____

### --- CANCELLATION POLICY ---

CANCELLATIONS MUST BE RECEIVED TWO DAYS PRIOR TO THE TRAINING SESSION

**Questions:**

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