Maximizing Your Digital Presence

ONE-DAY COURSE

A highly interactive class in which participants analyze their dealership's internet presence to determine if they are giving customers the **best experience** to **convert leads** to vehicle, service and parts sales.

🎯 LEARNING OBJECTIVES

- Interpret the overall structure of the dealership to recognize how it relates to the dealership's digital presence.

- Recognize how websites convert to sales, service and parts leads.

- Match your digital presence to the dealership culture.

- Interpret the cause and effect of lead-handling processes to identify any system/process breakdown.

- Evaluate dealership websites and understand how search engine optimization (SEO) and search engine marketing (SEM) support your digital presence.

- Differentiate between social media tools, and select those best suited to the dealership.

NADA