

The Art of Building
an Authentic Brand

About DealerOn

- Digital Dealer Website Excellence Award Overall Winner
✓ An Unprecedented 6 Years In A Row!
- DrivingSales Top Rated Website Provider 2011 thru 2015
- Two time AWA award winner
- Google AdWords Certified Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 200%



Women in Automotive Conference



Palm Springs, CA
Dec. 10 & 11, 2017
WomenInAutomotive.com

Say Hello To...

Bill Wittenmyer

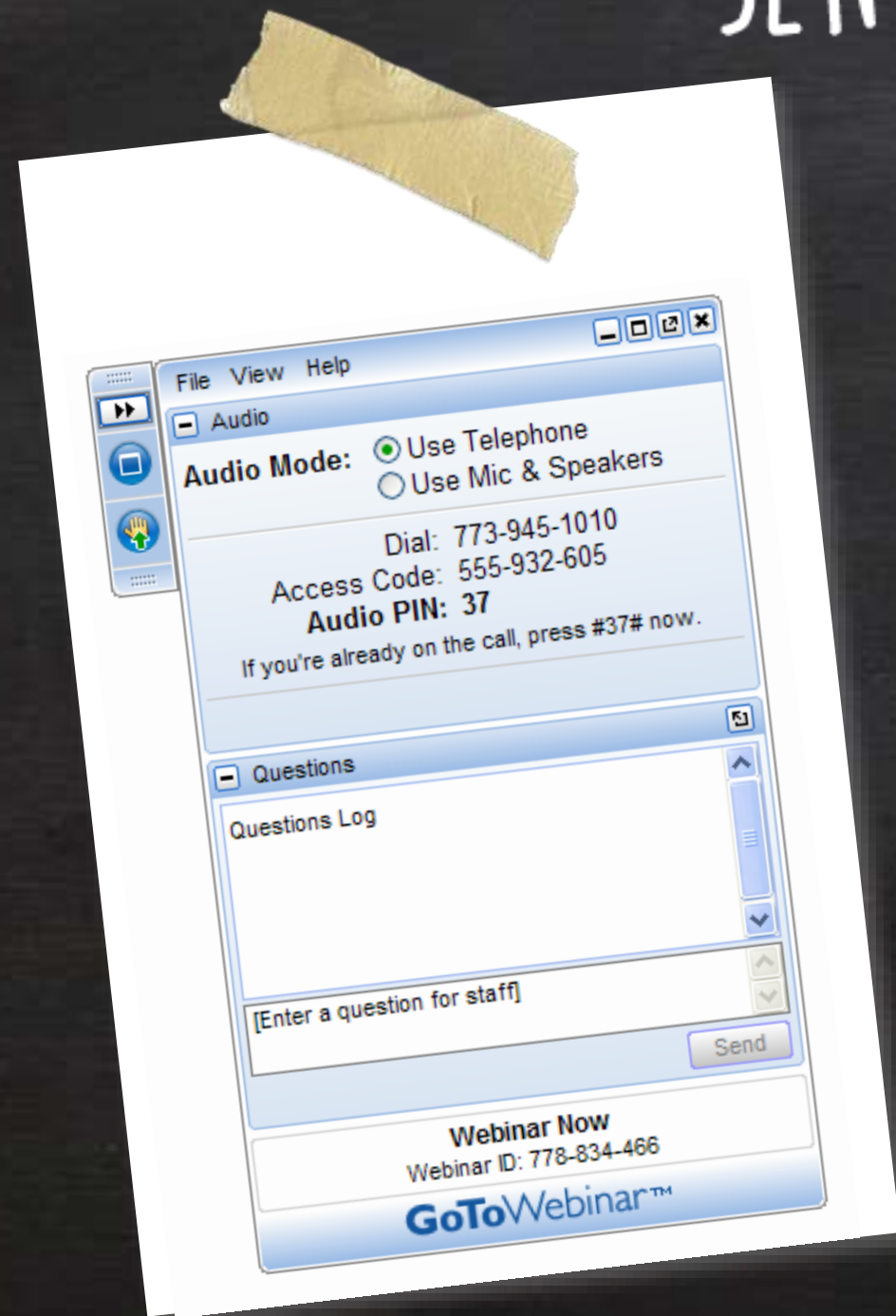
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@ElianaRaggio
@BillythekidWitt

SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT



After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!

AFTER THE SHOW



After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!

Tweet Much?

@Dealeron

@ElianaRaggio

#dealeronwebby

@BillythekidWitt

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OBJECTIVES

- * Identify techniques to create an authentic brand
- * Overcoming branding missteps
- * Developing a comprehensive communication strategy
- * Bridge the gap in consumer expectations
- * Giveaway
- * Question & Answer Session





People do not buy goods
and services. They buy
relations, stories, and
magic.

Seth Godin



Authentic:

“Being true to one’s own personality, spirit, or character.”





72% of Consumers Expect Brands to provide personalized information.



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Hi, let's talk about me.



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Use consistent
intrigue and
engagement to
connect emotionally
with consumers.



POLL QUESTION



Bridge the Expectation Gap

63.4%

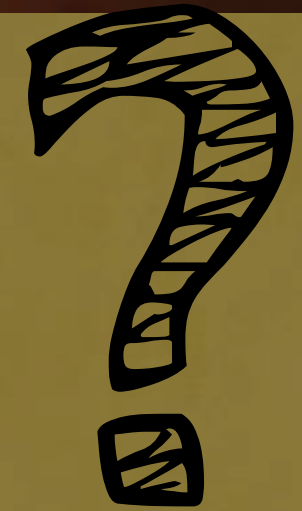
Internet users view
digital videos

48%

Auto consumers use
mobile devices



"Your most unhappy customers
are your greatest source of
learning - **Bill Gates**



Shared
values

=

Brand
loyalty



CONSULTING

If you're not part of the solution, there's good money to be made in prolonging the problem.



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SUGGESTED RESOURCES

* <https://startwithwhy.com/tools>

* <https://www.marketingprofs.com>

* <https://instapage.com/blog/emotional-marketing>



ACTION ITEMS

- * Define your purpose + passion and be genuine
- * Document your ideal customer experience
- * Test, retest & refine all processes + mystery shop
- * Take conversation to your customers with text, video and online automotive sales tools



Q&A: ASK OUR EXPERT



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Today's Expert

Bill Wittenmyer

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CHECK OUT OUR NEXT WEBINAR

Thursday, Nov. 30 12pm EST / 9am PST

Beard & Hair - Ask Me Anything! (BAHAMA)

Greg Gifford

"The Beard"

Director of Search and Social



Shaun Raines

"The Hair"

Vice Pres. of Business Development