

DEALERONWEBBY

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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

Partner ELEADIONE

229-630-4846 Billw@ELEADCRM.com @BillythekidWitt



@DealerOn @ElianaRaggio @BillythekidWitt



SEND IN YOUR QUESTIONS

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- If you have questions during the presentation,
- within 24 hours and will also be posted on

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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 DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT



Is Giving Away an iPad Pro to One Lucky Winner!

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?

oDealeron

@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



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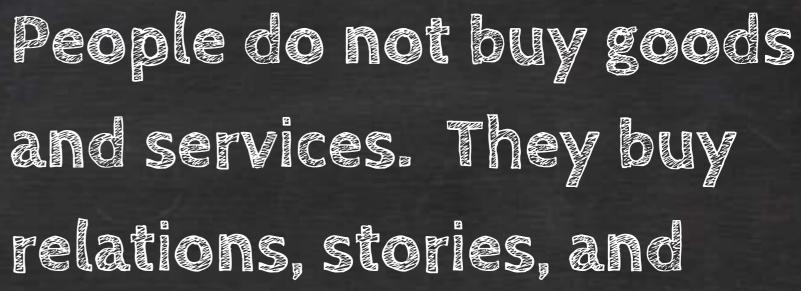


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@DealerOn







Authentic "Being true to one's own personality, spirit, or character."







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of Consumers Expect Brands to provide personalized information.

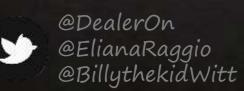


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U CAN-CER VIVE

U Can-cer Vive is a group of people passionate about funding cancer research in Michigan. Founded by Ryan and Kelley LaFontaine in 2014, it's our ongoing mission to provide support and funding to local cancer foundations. In the past six years, we've raised over \$1,000,000 to support the fight against cancer. With your help, we'll continue to do so. CLICK HERE FOR MORE INFORMATION.





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Service













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use consistent intrigue and engagement to connect emotionally with consumers.



POLL QUESTION

Bridge the Expectation Gap



Internet users view oligital videos



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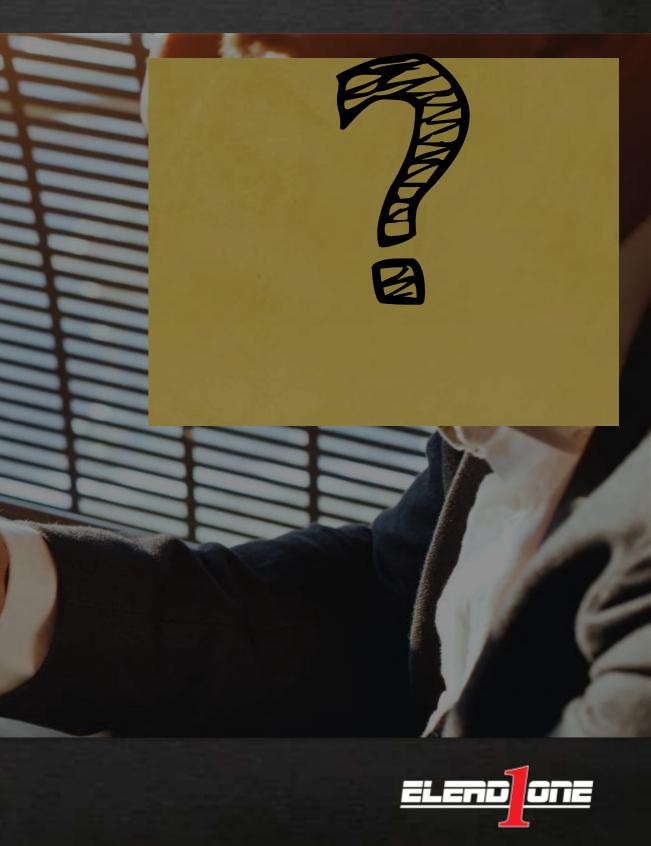
Auto consumers use mobile devices



"Your most unhappy customers are your greatest source of learning - bill cates



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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



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ACTION ITEMS

* Define your purpose + passion and be genuine

* Document vour ideal customer experience

* Test, refest & refine all processes + mystery shop

* Take conversation to your customers with text, video and online automotive sales tools



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Q&A: ASK OUR EXPERT

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Today's Expert

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DEALERONWEBBY CHECK OUT OUR NEXT WEBINAR Thursday, Nov. 30 12pm EST / 9am PST PRIALS Beard & Hair Ask Me Anything! BAHAMA













Vice Pres. of Business Development