

How to Sell, Market &
Advertise to Women!

About DealerOn

- Digital Dealer Website Excellence Award Overall Winner
✓ An Unprecedented 6 Years In A Row!
- DrivingSales Top Rated Website Provider 2011 thru 2017
- Three 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%



13th Annual Kain Automotive Clients & Friends Digital Success Workshop

November 14-16 | Lexington, Kentucky

Register at kain.auto/training



Say Hello To...



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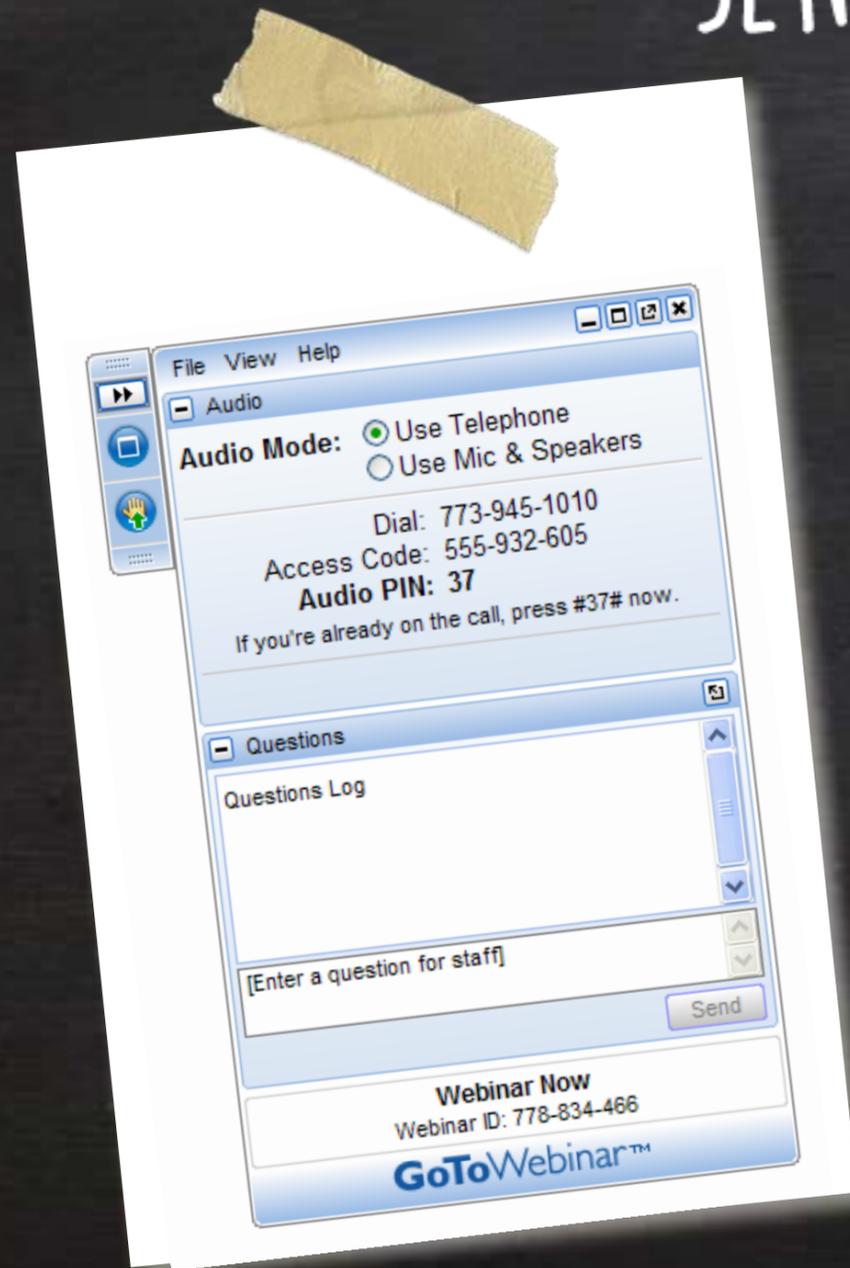
@AskPatty

Women in Automotive Conference

Palm Springs, CA
Dec. 10 & 11, 2017



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

@AskPatty

How to Sell, Market &
Advertise to Women!

OBJECTIVES

- * Understand and leverage the demographic of women in your local market
- * Differentiate your dealership with relevant social media campaigns aimed at women
- * Find out the #1 most important rule when communicating effectively with women
- * Attract, hire and retain more women employees in key sales and management positions
- * Giveaway
- * Question & Answer Session

POLL QUESTION



Understand and leverage the demographic of women in your local market



POLL QUESTION



Differentiate your dealership with relevant social media campaigns aimed at women



MILES APART: HOW WOMEN AND MEN USE SOCIAL MEDIA AND MOBILE

The biggest disruptive convergence today
is fueled differently by both sexes

The infographic features a central title in pink and blue. Below the title, a grey box contains the subtitle. The main visual is a collection of colorful icons representing social media (Facebook, Twitter, Instagram, Email, SMS, Location, Music, etc.) and mobile devices (smartphones, tablets) being held by hands of various colors. The icons are arranged in a circular pattern around the title.

POLL QUESTION



Find out the #1 most important rule when communicating effectively with women



POLL QUESTION



Attract, hire and retain more women employees in key sales and management positions



SUGGESTED RESOURCES

- * Ask Patty Certified Female Friendly Training and Certification Program
- * M2W and M2Moms Conference
- * Women in Automotive Conference
- * WomenPowered University

ACTION ITEMS

- * Do a demographic study of your local market on women - Find and become a part of eco-system
- * Study & Mimic Major Women's Brand Strategies on Social Media
- * Train and Train Some More on Listening Skills with Women - Are YOU Listening?
- * Actively set goals to reach Gender Parity on hiring and developing women leaders



Q&A: ASK OUR EXPERT



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Today's Expert



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CHECK OUT OUR NEXT WEBINAR

Thursday, Nov. 16 12pm EST / 9am PST

The Art of Building
an Authentic Brand



Bill Wittenmyer

Partner at ELEAD1ONE

