

Digital Marketing Training for Dealers

Coming to
Seattle, WA
Nov 2014



Why Digital Marketing Education?

Your dealership's employees need specialized training to help them manage all of your digital marketing investments. They need more insights on how to manage their internal marketing efforts and how to hold their vendor partners accountable to deliver a competitive online sales strategy.

PCG's survey of over 300 dealerships overwhelmingly indicated that management needed high quality, focused training designed to give them greater confidence in understanding the Key Performance Indicators (KPIs) of Internet/Mobile automotive retailing.

Our **Digital Marketing Course** is unique in many ways including the fact that courses are designed

specifically for the individual roles in the dealership. This course is exclusive for Dealer Principals, General Managers, General Sales Managers and Internet Sales Managers and is structured to maximize the benefits of the two-day course for owners and executive managers.

Act Quickly – Classroom Size is Limited

To maximize the learning experience and to give each attendee customized training, the classroom size will be limited to 15 attendees per month. The classroom facilitators, members of the PCG team, will be helping attendees during the workshop sessions to provide one-on-one coaching, as needed. The program will create a fantastic base for managers who want to lead their dealership to new levels of success.

Digital Marketing Education for Dealership Executives

Who	Dealer Principals / General Managers • General Sales Managers / Internet Sales Managers
What	2 day, hands-on, digital marketing education
When	Wednesday & Thursday, November 5-6, 2014
Where	DoubleTree Hilton Seattle Airport, Seattle, WA
RSVP	Call 732-200-9543 to Register
More Info	courses@pcg-mail.com • www.pcgconsultingservices.com/certification

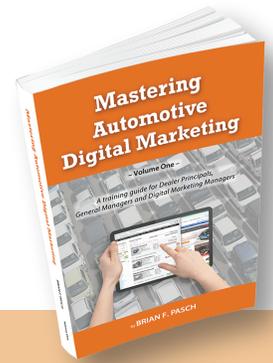


PCGs Digital Marketing Certification courses are different

Course content is geared to the individual job role in today's dealership. All attendees in the course are there for one goal: learn how to improve their dealership's digital marketing in their current role.

Course sizes are held to 15-20 attendees for personalized learning. Our blended learning environment includes pre-class homework prep, hands-on workbook and interactive class participation. Curriculum blocks are 90 minutes of live education sessions in the classroom, with associated lab time and online work.

Course resources include Word and Excel templates and slide decks. Certification requirements include a mandatory post-class webinar and a passing grade on the final exam.



Upcoming Classes: *Wednesday & Thursday, November 5-6
Double Tree By Hilton, Seattle Airport
Seattle, WA*

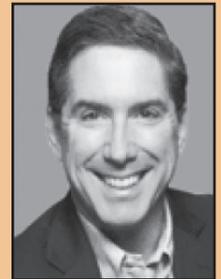
Training led by our education team:

Digital Marketing for the Dealer Principal / General Manager

Cost: \$1495

Dealer Principals and General Managers will be taken through a series of learning modules to help them manage their digital marketing strategy with greater authority. Attendees will be given tools and strategies to reduce the time needed to inspect, diagnose, and take action on their marketing data. Graduates will be able to review their entire digital strategy in less than one hour a month and achieve greater ROI on their marketing investments.

- Wed, Nov 5** Internet Marketing Foundations
Creating a Serious Online Review Strategy for Your Dealership
Understanding the New Marketing KPIs to Increase ROI and Simplify Vendor Management
Creating a CRM Centric Dealership to Deliver an Outstanding Customer Experience
- Thu, Nov 6** Developing Your "Why Buy From Us" Online Marketing Strategy
Redesigning Your After Sales Strategy to Include Digital Marketing and Social Media
Optimizing Your Sales & Service Teams to Embrace Today's Car Buyer
Creating a High Performance Team to Deal With Change Management



Brian Pasch



Marc McGurren

Digital Marketing for the General Sales Manager / Internet Sales Manager

Cost: \$1495

General Sales Managers and Internet Sales Managers will be encouraged to see their business through the eyes of the Internet shopper. The learning modules specific to this course will focus on lead handling processes, consumer communication strategies, and how to differentiate your message to online customers. Attendees will be using Brian's latest textbook as well as "Selling Cars in the Digital Age" as course materials.

- Wed, Nov 5** Internet Marketing Foundations
Creating a Serious Online Review Strategy For Your Dealership
Vehicle Merchandising, Pricing, Syndication, and Sales Strategies
Internet Lead Handling Processes, Best Practices, and CRM Utilization
- Thu, Nov 6** Developing Your "Why Buy From Us" Online Marketing Strategy
Customizing your CRM communication with email, video, and text messaging
Leveraging Customer Testimonials & Reviews in Your Sales Process
Creating A High Performance Team To Deal With Change Management



Glenn Pasch