



Greater New York  
Automobile Dealers  
Association

# seminars

for automobile dealerships

DIGITAL MARKETING

## Creating & Marketing a Powerful Online Reputation

*Presented by Glen Pasch, PCG Digital Marketing*

**Wed. Dec. 5** 10:00am - 1:00pm

**Center for Automotive Education & Training**

15-30 Petracca Place, Whitestone (Queens) NY 11357

*Are you in charge of your online reputation? Bring your laptop and your entire Staff! You will learn about The Zero Moment of Truth (ZMOT) and what people see about your dealership online. Learn why customer reviews are key to more profits and how your team can encourage reviews, monitor them to build your online reputation. Learn branding ideas that will differentiate yourself in your market.*

### **This seminar will teach attendees:**

- Who is this new Digital Customer and how do they shop
- The Zero Moment of Truth (ZMOT) and what people see about your dealership online
- How customer reviews are key to more profits
- How to use your new Google + Local page
- Branding ideas for inside the dealership & online that will differentiate yourself in your market

### **Target Audience:**

Digital Marketing

### **About the Instructor:**

As the COO and Partner of PCG Digital Marketing and PCG Consulting Glenn works with executive management and internal teams to develop new strategies around Digital Marketing initiatives that will enable businesses to achieve their desired objectives and priorities.

**Fee:** \$85.00

**Ready to register?** fax back completed form to Carole / 718-640-2099





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registration

*(please print)*

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attendee 1: name/email \_\_\_\_\_

dealership position \_\_\_\_\_

attendee 2: name/email \_\_\_\_\_

dealership position \_\_\_\_\_

attendee 3: name/email \_\_\_\_\_

dealership position \_\_\_\_\_

dealership: \_\_\_\_\_

address: \_\_\_\_\_

phone: \_\_\_\_\_ ext. \_\_\_\_\_

fax: \_\_\_\_\_ email: \_\_\_\_\_

managers

approval: \_\_\_\_\_ / \_\_\_\_\_  
*(print)* *(signature)*

\$85 fee for all dues-paying GNYADA Members includes course materials and refreshments.

To learn more about the 2012-13 GNYADA Seminars  
visit [www.autoedcenter.com](http://www.autoedcenter.com) or call 718-640-2000.



***Fax completed form to Carole Rogner at 718-640-2099 to register.***