



Greater New York
Automobile Dealers
Association

seminars

for automobile dealerships

Get Social

Presented by Criss Castle, Multiple Momentum Marketing

Thurs. Sept. 13 10:00am - 1:00pm

Center for Automotive Education & Training

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

Avoiding social media is no longer an option for dealers who want to connect with buyers. With 67% of shoppers checking social media as part of the research process, dealers can't afford to have a weak presence on these sites. Get Social will teach attendees to meet today's buyers on their ground to win an enormous set of new customers.

Get Social will teach attendees how to implement social media strategies to:

- Develop an effective Social Media campaign
- Leverage social sites to increase Search Engine Optimization
- Use Social Media to drive traffic into the dealership
- Be personal and engage people naturally across Social Media platforms
- Create posts that are authentic, genuine, and credible to build customer relationships

Target Audience:

Digital Marketing, Sales, Service

About the Instructor:

With 8 years of automotive experience in the digital arena, Criss Castle has represented 21 brands. As a result, she recognizes that while brand messages and dealer identities are unique, buyers often group us all into one category: car dealer. Break the mold and use these digital tools to stand out and catch the attention of online shoppers without spending a ton of cash.

Fee: \$85.00

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





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registration

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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 or call 718-640-2000.



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