



The Digital Dealership: A Battle-Worn Roadmap to Online Success (Paperback)

By Volker Vj Jaeckel

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The automotive digital marketing arena and the desired success for creating an optimal online exposure for your cars and your dealership can be overwhelming. This book will give you an insight how to conquer these digital obstacles and become victorious in today's online operations of a modern car dealership via tried, tested and implemented processes. When you are looking for a battle worn roadmap to success, seeking a structured approach for a plan of attack showing indeed somebody has walked the walk and not just is talking the talk - The Digital Dealership will assist you to minimize mistakes, maximize efficiency, detect and address obstacles and defeat your competition. The Digital Dealership will permit intimate insights on how your customers are using the web to find their next ride. You will further discover that the model of the Sales Funnel has shifted and that is now more than ever important to allow your business intelligence, also known as Analytics and Metrics align with your next tactical steps to create your stronghold of a complex online as well as offline...



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