





# Generating Traffic

## Work Shop Objectives:

1. Generate and drive more traffic to visit, call or e-mail your dealership
2. deliver more vehicles

## Course Outline:

- + Understanding how customers are directed to dealerships today-brand vs. dealer
- + Understanding marketing and advertising
- + Understanding the demographic make-up of your specific models and brand
- + Determining who you want to target-winning the battles worth waging
- + Model target marketing
- + The impact of Special Finance customers today-should you be proactive or reactive
- + Identifying where your target market is
- + Determining the most cost effective way(s) to communicate to your target market-analyzing advertising mediums
- + Establishing a budget
- + Tips on how to buy advertising
- + How to develop and leverage a marketing strategy, positioning statement or slogan
- + Leveraging your manufacturer's branding
- + Determining your advertising mix
- + Analyzing marketing and advertising campaigns-what really works

-  **Sales, events, promotions & announcements**
-  **Leveraging your most valuable asset-your sales and service customer base**
-  **On-line capabilities and strategies-leveraging technology and the internet today and in the future**
-  **Leveraging CPO programs**