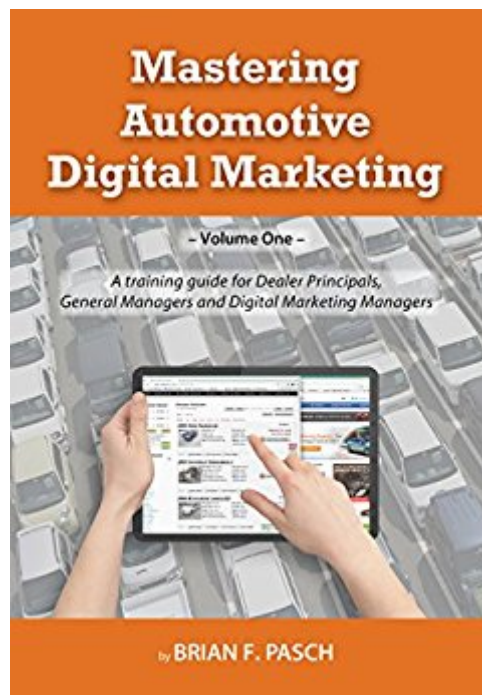


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# Mastering Automotive Digital Marketing: A Training Guide For Dealer Principals, General Managers, And Digital Marketing Managers



## Synopsis

This 485 page automotive marketing training guide is a rich discussion for automotive professionals seeking to improve their mastery of online marketing. The book provides the structure, management, and workflow for a Digital Marketing Manager working in automotive retail. The book includes links to online resources, guides, and documents to support the recommendations in the book. For readers who would like additional training on the concepts and strategies covered in the book, classroom training is available by the author each month in select locations around the United States and Europe.

## Book Information

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## Customer Reviews

I was fortunate enough to receive a preview copy of Mastering Automotive Digital Marketing. The author, Brian Pasch, has definitely written THE automotive digital marketing bible. Anyone in the auto industry who wants a clear understanding of what it takes to gain an unfair advantage over their competition in regards to automotive digital marketing should read this book.

Brian Pasch has written a powerful book that will be indispensable to every Owner, General

Manager, Sales Manager, and Digital Marketing Managers at every auto dealership in the U.S. and around the world. That may sound like puffery but it's actually true. In contrast to most vendor sales pitches which are narrowly self-promotional, or typical dealer training programs which focus on individual pieces of the Internet puzzle, Brian's book is the first truly holistic and well balanced treatment that I've seen of digital marketing in car business. The book combines two very important qualities in one place: it provides both a high level strategic view of digital marketing for auto dealers and it also includes meticulously detailed and practical advice, tools, templates, and checklists that will help dealers move quickly from ideas to action. This unique combination of soup-to-nuts comprehensiveness, depth of content and battle-tested advice make Brian's book a wonderful contribution to the industry and I'm sure it will help many thousands of dealers use the Internet to sell more cars! Chip Perry, former CEO of AutoTrader.com

I was going to give this book 4 stars because I didn't want to look like a shill! But... it deserves 5 stars. Here's why. Most General Managers consider the Digital Marketing Manager (DMM) a top recruiting need. But, this position has become the dealership's MDPF (Most Difficult Player to Find). It's an incredibly complex job and it's nearly impossible to find a DMM with experience. So, you have to build your own DMM. The GM will be looking for a person who is 50% Geek & 50% Marketing, yet can see the world like a Car Guy. IMO, GM's can teach the right candidate all about how dealerships work, but, they can't show the new recruit how the dealership connects to the digital world. Recruit your DMM, hand them the book, show them how your store works and let the magic happen!

As a dealership Digital Marketing Manager, I almost found this book intimidating in its size, but soon found that jumping from interest to interest was the way to go rather than cover to cover. Brian is a master and though I wanted to share this book with my company's dealer, I found I couldn't part with it. It's almost like a bible. So I purchased a copy for my dealer because he deserves it. He wants to understand it all and this book is his opportunity. Thank you Brian Pasch!

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