

## David Kain Presents

### ADVANCED DIGITAL SALES STRATEGIES

### CREATING AND LEVERAGING YOUR DIGITAL MARKETING ECOSYSTEM

**2 WORKSHOPS IN ONE DAY! ATTEND JUST ONE OR BOTH!**

***Morning Session***  
***9:00am - 12:00pm***

***Wednesday***  
***November 8<sup>th</sup>***

***Afternoon Session***  
***1:00pm - 4:30pm***

### Advanced Digital Sales Strategies

- Real World Digital Insights, Challenges, and Solutions
- Understanding consumer behaviors and delivering beyond their expectations with proven processes and tactics
- Communications Strategies and Tactics that drive engagements leading to appointments and sales
- Leveraging Social and Video to grow your Individual Team Member Influence
- Team Member Skill Building and Performance Improvement Tools
- Performance Metrics - employee self-regulation and motivation techniques

### Creating and Leveraging your Digital Marketing Ecosystem

- Advanced Dealership Website Strategies to increase engagement and conversion
- Digital Retailing Strategy overview
- Proven SEO and SEM techniques to increase traffic and reduce costs
- New Vehicle Lead Sourcing - should you as well as the whys and hows...
- Used Vehicle Classified Essentials - why some ideas are worth considering and others are budget hogs
- Social Media and Reputation Management - what you can do to ensure loyalty and consideration
- Financial Metrics Strategies and how measuring and adapting drives growth

**Key Audience: BDC Managers, Internet Directors, Digital Marketing Mgrs & General Managers who want to lead your digital growth**

**REGISTRATION FORM ON BACK**

# ADVANCED DIGITAL SALES STRATEGIES



## CREATING AND LEVERAGING YOUR DIGITAL MARKETING ECOSYSTEM



### *Presented by David Kain*

David has been both GM and Dealer Partner of Jack Kain Ford, where he remains a partner today. His work in internet sales speaks for itself, co-founding FordDirect.com, the dealer/factory owned joint venture that is the website and lead provider to Ford and Lincoln dealers. He served there as COO from startup until Kain Automotive was born in 2003. His workshop will inspire your Managers to better sales and profit results.

**Date:** Wednesday, November 8<sup>th</sup>

**Location:** National University  
3390 Harbor Blvd  
Costa Mesa 92626

**Times:** 9:00 am - 12:00 pm Morning session  
1:00 pm - 4:30 pm Afternoon session

**Cost:** \$49 per session  
\$99 for both sessions includes lunch

**Dealership:** \_\_\_\_\_

*Confirmation will be emailed to each registrant*

Circle One

Name: \_\_\_\_\_ Email: \_\_\_\_\_ AM/PM/BOTH

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**Fax form to (949) 428-5054 or email [Kim@ocada.org](mailto:Kim@ocada.org)**