

AutoNation  [®]

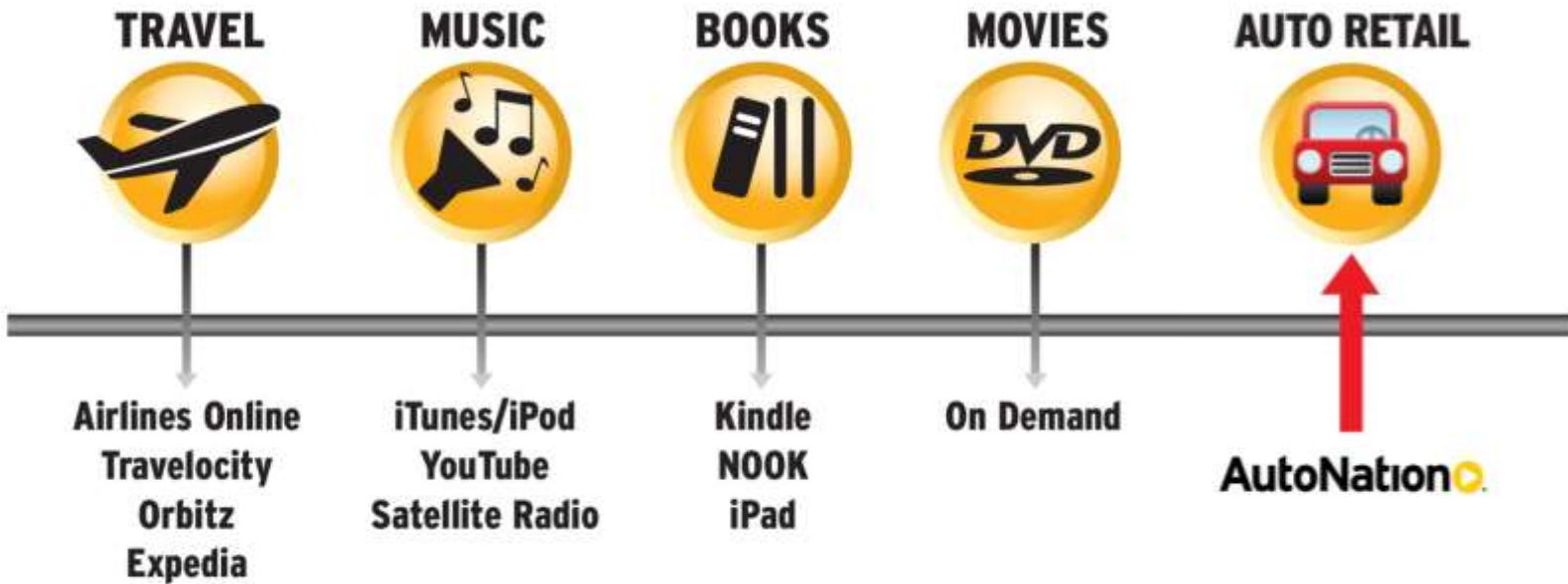
GUIDANCE





AutoNation.com 

Internet Transformations



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U2 The Unforgettable Fire



2014

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TURN



YouTube





Search Engine
Marketing

E-Mail Marketing

Branding and
Experience

Search Engine
Optimization and
Content

Digital Display

Marketing
Strategy

Website
Development and
Inventory

3rd Party Partners

Media Planning
and Buying

Customer
Database and
Loyalty

Offer
Management

Marketing
Operations &
Coop

Regional Field Marketing Support

Marketing Analytics

What Dealers Need

1. A partner who can simplify the digital landscape and touch all phases of a campaign from set-up, to optimization, to analysis and analytics
2. A comprehensive plan based on knowledge of the local market and our competition
3. Someone to guide them and teach the digital landscape and how it works with traditional advertising
4. Someone to provide content to drive SEO and increase dealer's trust

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