

DIGITAL SOLUTIONS

THE DIGITAL LANDSCAPE & OUR SERVICES

Our goal is to provide our dealer clients with services that will deliver additional profitability and help them find efficient digital solutions.

In a time of so much disruption in the automotive retail industry, where an increasing number of vendors are offering products in the digital marketing space, it is important to have a trusted, knowledgeable resource to help dealers navigate through their digital marketing efforts. Our dedicated digital marketing advisory services use software, data and benchmarks from unbiased sources to provide dealer clients with solutions that will make them more efficient with both their time and capital.

Focus Areas include:

- SEO/SEM
- Content Marketing
- Conversion Rate Optimization
- Social Media Marketing
- Web Analytics
- Campaign Planning

THE DHG DIFFERENCE - OUR PROCESS

To help you stay up-to-date with the constant advancements in digital technology for dealership marketing, we have developed a unique process that allows you to efficiently maneuver this space. Our Digital Solutions Group first looks at your financial statements to get a sense for how your marketing spend fits in to your overall financial picture. We look for areas of duplication, note where services could be added or removed and benchmark your dealership's digital marketing compared to best-practices we have observed in the industry.



WHO TO CONTACT



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Nick Brunotte is a Director in the firm's DHG Dealerships industry practice. Nick helps DHG Dealerships Digital Solutions Group clients optimize both their exposure and profitability by way of digital audits, continuous monitoring and management, reporting of digital performance for dealers and assisting in vendor selection. Nick has worked both for and alongside dealers in leadership positions and as an operational consultant, making him uniquely positioned to help dealers find solutions in a highly digital age that dominates the automotive retail space.

