

TRENDING NOW Content Opportunities	LEADERSHIP SOLUTIONS	F&I SOLUTIONS	MARKETING SOLUTIONS
    	<p><i>Inspiring dealers to lead their teams to professional and personal success.</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> › EV Inventory Management › Energy Conservation and Sustainability Programs › Attracting and Retaining Talented People › How AI is Improving the Customer Experience › Managing a Mentoring Program 	<p><i>Coverage of dealership finance and insurance products and services.</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> › F&I Product Opportunities › Avoiding the Pitfalls of Dealership Compliance › Digital F&I › Fraud Prevention and Data Security › Used Vehicle Leasing 	<p><i>Informative articles to help dealers attract more customers to the dealership and online.</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> › Driving Traffic to Your Website and Digital Retailing › Mastering Mobile Advertising › Vehicle Merchandising › Maximizing Your Marketing Videos › Identify & Target High-Intention Customers
 	<p>SALES & TRAINING SOLUTIONS</p>	<p style="text-align: center;">DEALER SERVICE <small>PARTS, TOOLS, EQUIPMENT & TIRES</small></p>	<p>SPECIAL OPPORTUNITIES</p>
    	<p><i>Tools and techniques for improving sales and the customer experience.</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> › Connecting Your Online and In-Store Sales Processes › Using Call Analytics to Improve Phone Handling › Best Practices for Internet Lead Follow-Up › Developing Your Leaders for Tomorrow › Personalizing the Customer Experience 	<p><i>Dealer Service is included within the AutoSuccess issue 4 times per year (March, July, September and December).</i></p> <p><i>Sample Topics Include:</i></p> <ul style="list-style-type: none"> › Service Lane Technology › Building a More Informed Recon Process › Vehicle Service and Repair Information › Service Advisor Training › Detail Department 	<ul style="list-style-type: none"> › NADA Best of the Best (January) › Women at the Wheel (June) › Champions of Charity (September) › Veterans & Vehicles (November)

→ FOR ADVERTISING INFORMATION AND RESOURCES THE AUTOSUCCESS BRAND PAGE AT Babcox.com/autosuccess

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE

