

## **Manager of Industry Education at AutoTrader.com to Discuss the Fundamentals of Online Automotive Marketing**

**AutoTrader.com's Tori Morandi will present a session at the upcoming Digital Dealer Conference & Exposition in Las Vegas on October 24.**

**DETROIT, MI AND ATLANTA - OCTOBER 19, 2012** - Tori Morandi, manager of industry education at AutoTrader.com, will be sharing her expertise with automotive dealers and managers about the fundamentals of online automotive marketing at the upcoming Digital Dealer Conference and Exposition in Las Vegas. During the session, Morandi will provide insights into how dealers can merchandise their inventory and their dealerships to influence more shoppers online.

"We know that the Internet is the primary medium consumers use to shop for cars, and while dealers are perpetually faced with new ways to reach those shoppers online, research shows that the most successful dealers all have one thing in common: they focus on the fundamentals first and execute them well," said Tori Morandi, manager of industry education at AutoTrader.com. "Online, that means ensuring that they have the right inventory marketed in the right places and that they are merchandising the right way. I look forward to sharing research and insights to help dealers understand what the fundamentals are and what techniques they can use to reach more shoppers and turn them into buyers."

Morandi will share insights with dealers and managers about why the Internet is the primary influencing medium to get car shoppers to walk into the dealership. They will also learn about consumers' mindset, where they spend their time online when they are shopping for a car, best practices for merchandising and the importance of online reputation management.

### **What will dealers and managers learn and what action items will they take back to the dealership?**

1. Learn how the Internet influences car shoppers.
2. Learn how dealers and managers can influence shoppers with great merchandising and information.
3. Learn why the dealership needs to manage their online reputation.

With more than 10 years of experience as a public speaker and expert trainer, Morandi brings a unique and energetic style that engages audiences and promotes learning. Her presentations for AutoTrader.com cover what's happening in the industry, today's automotive consumer, emerging trends, and what's new with advertising and marketing on the Internet. Previously, she worked with BMW of North America as well as Toyota and Lexus of North America as a training and instructional design consultant. Her dealership experience also includes BDC implementation and development for the Porsche, Audi, Subaru, and Lincoln/Mercury brands.

The 13<sup>th</sup> Digital Dealer® Conference & Exposition will be held on October 23-25, at The Mirage in Las Vegas, NV. Morandi's session will take place on Wednesday, October 24. For more information, visit: [www.DigitalDealerConference.com](http://www.DigitalDealerConference.com).

### **About AutoTrader.com**

Created in 1997, Atlanta-based AutoTrader.com is the Internet's ultimate

automotive marketplace. As a leading resource for car shoppers and sellers, AutoTrader.com aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers and provides expert articles and reviews. AutoTrader.com, which also operates the AutoTraderClassics.com auto marketing brand, is wholly owned by AutoTrader Group. Additionally, AutoTrader Group owns Kelley Blue Book (KBB.com) as well as three other companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto, HomeNet Automotive and VinSolutions. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

#### **ABOUT DEALER COMMUNICATIONS**

Dealer Communications is the leading multi-media information source for franchised automotive dealers and managers. Connecting with franchised automotive dealers and managers over ten million times per year, Dealer Communications publishes the monthly print and online editions of *Dealer* magazine and *Digital Dealer* magazine. Online weekly newsletters include *Dealer*; *Digital Dealer*; *Dealer Fixed Operations*; *Dealer Pre-Owned*; *Dealer F&I*, and *Dealer Sales and Marketing*. Dealer Communications also offers the Digital Dealer Webinar Series, with online presentations throughout the year. To see all that Dealer Communications offers, visit: [www.dealer-communications.com](http://www.dealer-communications.com)

Dealer Communications also owns and operates the Digital Dealer Conference & Exposition, the premier educational conference and expo dedicated to Internet and technology solutions for automotive professionals. Digital Dealer events deliver the largest array of speakers, peer to peer opportunities, and exhibit hall offerings – all carefully designed to impart cutting edge business strategies. With an audience of the industry's most progressive dealers and managers and the most innovative conference format, Digital Dealer provides the ultimate learning and networking environment.

The 13<sup>th</sup> Digital Dealer Conference and Exposition will be held October 23-25, at The Mirage in Las Vegas, NV. There will be new Digital Dealer Learning Labs, Digital Dealer Innovation Hours, a new Digital Dealer Peer Networking Roundtables dinner, more than 100 workshops, over 100 specialized technology solutions providers, and many more exciting new benefits. For more information, visit: [www.DigitalDealerConference.com](http://www.DigitalDealerConference.com)

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