

AutoTrader.com Launches Online Marketing Handbook, a New Free Resource for Dealers

New Resource is Designed to Help Dealers Improve Their Web-based Marketing Efforts

ATLANTA – June 23, 2010 – AutoTrader.com, the ultimate automotive marketplace, has released the Online Marketing Handbook, a complete guide designed to improve dealers' online advertising efforts in retailing new and used vehicle inventory.

The Online Marketing Handbook, which is available for free to auto dealers, is broken down into four distinct sections, with the first half of the book covering the basics dealers need to know about selling vehicles and services through the Internet. Chapter 1 discusses the basics of why it is important to utilize the Internet as an integral part of sales and marketing efforts and how to integrate online listings into the culture of the sales staff. Chapter 2 focuses on the specific techniques that the sales staff needs to know in order to craft strong online classifieds listings, including tips on how to create quality images and sales copy that entices customers into the showroom.

The second half of the Online Marketing Handbook provides a deeper dive into the more advanced techniques dealers need to know as they use the Internet. Chapter 3 focuses on how dealers can develop strategies that best integrate a store's own web presence in with traditional offline marketing outlets. Chapter 4 takes these concepts one step further, outlining ways to drive additional traffic to a dealership's web presence and giving information on how to measure that traffic against the advertising spend to ensure a dealer is getting the most for his or her investment.

"Not only does the Online Marketing Handbook provide information to dealers that will help them improve inventory listings on third party classified listings providers like AutoTrader.com, but it also provides effective strategies on what a dealership needs to know about their own web site," said AutoTrader.com CEO and President Chip Perry. "Whether you are a dealer already relying on the Internet as the primary source for showroom traffic or a dealer only just starting to use the web, the Online Marketing Handbook offers useful information, tips and tools that you will find valuable in improving your marketing efforts.

"As AutoTrader.com continues to work to be a partner with the dealership community, and as consumers rely more and more on the Internet for their vehicle shopping needs, we look forward to having the Online Marketing Handbook become a valuable go-to resource for dealers and their staffs," added Perry. "This Handbook contains tools that will be valuable to all dealerships, ranging from stores specializing in retailing new premium luxury vehicles to those dealers working in the 'Buy Here, Pay Here' market."

The Online Marketing Handbook is available for free directly from AutoTrader.com. To request a copy of the Handbook, either contact an AutoTrader.com sales consultant or email industryrelations@autotrader.com for more information.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading automotive marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of [new cars](#), [used cars](#) and [certified pre-owned cars](#) from thousands of auto dealers and private sellers. AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to view vehicles for sale, research and compare vehicles, review pricing and specials, and read auto-related content like buying and selling tips, auto maintenance tips and coverage of major auto shows and automotive trends. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to improve the way people research, locate and advertise vehicles. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers and the private equity firm Providence Equity Partners are also investors. For more information, please visit www.autotrader.com.

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