

## **Free NADA University Seminar on May 26 to Show Dealers How to Influence Shoppers with Internet Advertising**

**AutoTrader.com Director of Industry Relations Howard Polirer to Offer Insights, Real World Examples of Successful Online Marketing Strategies and Tactics**

**ATLANTA** – May 25, 2010 – Consumer shopping behavior has shifted in response to recent economic changes. Consumers have become more discerning about their purchases and, as a result, they are spending more time online researching and comparing major purchases like automobiles. And savvy dealers are using the internet more and more to influence and engage shoppers.

NADA University will host a free online seminar on Wednesday, May 26 at 1 p.m. Eastern time for auto dealers looking to get the latest information, strategies and tactics for successful online marketing. AutoTrader.com's Director of Industry Relations Howard Polirer will lead the free seminar, entitled "Leveraging the Internet as an Influencing Medium," and offer his insights and expertise gained from industry best-practices, in-depth research and speaking with dealers from across the country that are effectively using the internet to move more inventory.

During the seminar, Polirer will also outline some of the changing dynamics, behaviors and expectations of shoppers in this new economy and offer examples of how to build trust with today's car buyers with effective online marketing.

Specific topics to be covered will include: Re-defining today's car shopper; understanding the role of online advertising as a stimulus to encourage a desired response; learning how to build value for car shoppers with effective merchandising techniques; and managing your online reputation through social media.

This live online seminar is offered through NADA University's MarketINSIGHT series of seminars. The seminar will begin promptly at 1 p.m.

For more information on the May 26 webinar, please visit [www.NADAUniversity.com](http://www.NADAUniversity.com) and to register, please visit <https://nada.webex.com/nada/onstage/g.php?t=a&d=485795294>.

### **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 is also an investor. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

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