



Greater New York
Automobile Dealers
Association

TACTICAL DATABASE MARKETING

Learn to strategically target your marketing efforts to get the best results.

Tuesday, December 16, 2014

10:00am-1:00pm

Center for Automotive Education & Training

15-30 Petracca Place, Whitestone (Queens) NY 11357

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28	29	30	31			

This seminar will teach you how to use all that customer data you've been collecting to drive sales and increase profits in sales, service, and parts. When is the last time your customers were in for service? Has it been more than a year? Two years? Does that customer still own that car? Recapture your lost customers with targeted and relevant messages sent through the right channel at the right time.

Tactical Database Marketing will teach attendees:

- How the market today has changed and how those changes affect your current customers
- Why you need a clean database and how to get it
- Reasons why email blasts don't work anymore
- Strategies to target your marketing to your database, sales, service, and parts
- What to look for in a service provider

About the Instructor

Presented by Jill Levy, Marketing Consultant, Naked Lime Marketing. Jill Levy literally grew up in the car business. Jill Levy started her career while in high school working part-time in LI auto dealerships. After college, she worked for a variety of dealerships as a DMS and BDC Director.

Fee for dues-paying GNYADA members:

\$85 per attendee (\$150 non-member fee)





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name of attendee 1 _____

email / dealership position

name of attendee 2 _____

email / dealership position

name of attendee 3 _____

email / dealership position

dealership _____

address _____

tel _____ ext. _____ fax _____

manager's approval _____
print / signature

RESERVE YOUR SEAT TODAY. Call the GNYADA Education & Training team directly at **718.640.2012**, fax this registration to **718.407.6970**, or go online at www.autoedcenter.com/education

GNYADA Seminars are developed by qualified experts to meet the highest possible standards and deliver the latest information and solutions for your most pressing business needs. Our programs train new and seasoned pros to improve operations and profitability results within each department.

**GNYADA'S
CENTER FOR AUTOMOTIVE
EDUCATION & TRAINING**

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