

2021 CONTENT PLAN

	MARKETING SOLUTIONS	F&I SOLUTIONS	SALES & TRAINING SOLUTIONS	LEADERSHIP SOLUTIONS	DEALER SERVICE <small>PARTS, TOOLS, EQUIPMENT & TIRES</small>
CORE EDITORIAL THEMES ACROSS ALL PLATFORMS	<p><i>Dealership promotional and marketing information to attract more customers to your dealership – both online and the store.</i></p> <ul style="list-style-type: none"> Digital Marketing Video Marketing Strategies & Best Practices Social Media Advertising Driving Engagement with Videos Lead-Generating Marketing Campaigns Vehicle Merchandising and Marketing 	<p><i>Coverage of the finance and insurance divisions of the dealership.</i></p> <ul style="list-style-type: none"> Menu Selling Closing Success Identifying Risks Vehicle Service Contracts Working with Subprime Customers 	<p><i>Tools and techniques for improving the sales process and the customer experience.</i></p> <ul style="list-style-type: none"> Turn Website Traffic into Sales Improving Lead Response AI and Automated Sales Assistants Maximizing Your CRM Using Menus on the Salesfloor 	<p><i>Inspiring dealers to lead their teams and succeed at the dealership and in life.</i></p> <ul style="list-style-type: none"> Encouraging Employee Engagement Diversifying Your Workforce Creating a Positive Company Culture Using Data to Make Smarter Decisions Build a Brand Customers Love 	<p>March, June, September and December print editions</p> <p>Core editorial themes include:</p> <ul style="list-style-type: none"> Customer Service Recon Workflow Detail Department Underhood Service Brake/Undercar Service Tire & Wheel Service, including TPMS Equipment & Tools Training & Recruiting Service Advisors & Technicians
SPECIAL OPPORTUNITIES THIS YEAR	<ul style="list-style-type: none"> TOP COMPANIES TO WATCH IN 2021 (JANUARY) NADA BEST OF THE BEST COMPANIES 				<ul style="list-style-type: none"> TECHNICAL SERVICE AND REPAIR CONTENT ADDED TO THE WEBSITE WEEKLY+.

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE AUTOSUCCESS BRAND PAGE AT Babcox.com/brand/autosuccess/

→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
→ CLOSING DATE
→ MATERIALS DUE DATE

