

DIGITAL ADVERTISING OPPORTUNITIES

Continued

WEEKLY PODCASTS

In addition to our printed articles and blog posts, **AutoSuccess** offers the opportunity to connect with our audience via our weekly podcast. On our podcast, we interview you as an industry leader with a set of questions that are provided in advance, based on your expertise. The interview is done over the phone or via Skype (as you prefer), and generally takes between 15 to 30 minutes.

In addition to featuring the podcast on our Website and sending it to iTunes and various other podcast aggregators, we provide a direct link to your episode that you can use in your own marketing efforts.

Much like our articles, we do require that the interview not be self-promotional. We like to talk about topics and ideas that would be of interest to our listeners in the vehicle-selling industry, and not specific products or services; we will lose audience — both for your podcast and for future podcasts — if we're seen as an "infomercial." We do introduce our guest at the beginning and end of the show with his or her business, and include their Website information at the end.

To listen to our past podcasts, visit autosuccesspodcast.com.

FREQUENCY: Available every Friday

WEBINARS

AutoSuccess Webinars present relevant educational content to help automotive dealer professionals improve their businesses. Each Webinar is an opportunity to position your company as a thought leader while generating leads.

As the sponsor of an **AutoSuccess** Webinar, you'll have an opportunity to choose the format — either a presentation or a question-and-answer discussion. Audience members can ask questions throughout the Webinar. Replays of the Webinars are also available for those who registered but could not attend the live presentation.

AutoSuccess crafts the marketing materials and promotes the Webinar to automotive professionals. The **AutoSuccess** team handles all of the Webinar logistics.

You'll have a full suite of tools at your disposal during the Webinar. Polls, handouts, surveys, videos, pre-event emails, and live questions give you the opportunity to engage the audience. After the event concludes, you receive a full list of registrants and attendees, including contact information.

FREQUENCY: One to 2 per week.

INVESTMENT: \$3,995

