

# Dealer Online Marketing makes the Inc. 5000 for 2014; Boasts 324 Percent Growth over 3 Years

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/EINPresswire.com/ -- Some may deem it inevitable that Dealer Online Marketing (DOM) would achieve formal recognition in 2014, not only because of an astounding growth rate but also because of an evolving suite of services and innovation. During its steady growth over the past few years, DOM has carefully fostered a workforce skilled in a wide variety of disciplines and talents in order to broaden its scope of core competencies. In 2013, DOM became an [all-inclusive marketing partner](#) for automotive dealerships nationwide by incorporating traditional marketing and advertising services into its repertoire.



Dealer Online Marketing's New Building in Downtown Greenville

Last year, the Dealer Online Marketing team grew by 25 percent, and dealership clients were able to consolidate variable operations (and lower cost) by reducing the need for multiple marketing providers. As a favorable byproduct of such streamlining, better transparency and [synchronization of all marketing](#) efforts helped to better identify marketing channel efficacy. With such transparent, actionable data from one source for all efforts, necessary changes could be made more quickly to garner a higher ROI.

The first half of 2014 was also a time of growth for DOM, as the company began expanding its own online presence across all channels. In less than six months, DOM achieved a six-fold increase in online followers and began to garner attention from agencies of authority, larger competition and new market regions in the automotive vertical. The company's Co-Founder, Robert Donovan, began fulfilling new speaking engagements and will continue to carry its thought leadership to industry trade shows and [nationally-sponsored webinars](#) throughout the remainder of the year. "Although we continue to grow in size and scope, we maintain our mantra of always having one less client than we can handle," Donovan said. The company has big plans to help its clients finish the year with their "unfair share" of units sold, and with this new recognition from Inc. Magazine, they can be very confident in DOM's ability to make that happen.

Press release courtesy of Online PR Media: <http://bit.ly/1tTGC6d>

Camille Forte  
Dealer Online Marketing  
1-864-385-7545  
[email us here](#)

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