

Flick Fusion's Tim James & Gina Reuscher Selected to Speak at Digital Dealer 21, Shining Spotlight on Video Marketing

URBANDALE, IA, UNITED STATES, July 5, 2016 /EINPresswire.com/ -- Flick Fusion today announced that its COO Tim James and Director of Marketing Gina Reuscher were both selected to speak at the 21st Digital Dealer Convention and Expo to be held August 8-10, 2016 at the MGM Grand Las Vegas



Hotel & Casino. Both speaker presentations will focus on the growing importance of video marketing and how dealerships can incorporate this powerful medium into their marketing strategies.

"Digital Dealer is the premier event for automotive marketers and in recent years there has been a marked increase in interest for video marketing information," said Tim James, COO of Flick Fusion. "It's important for dealership marketers to realize that just because you can shoot and post videos, does not mean that you have an effective video marketing strategy."

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Tim James, COO, Flick Fusion

In his session [Five Videos That are Critical to Your Video Marketing Strategy](#), James will discuss what a true video marketing strategy is and how dealerships can maximize the informational and emotional value of their videos across all digital touch-points. Scheduled for Monday, August 8th at 9:00 a.m., attendees will learn:

- How to use videos to get more leads from your website and all digital touchpoints.
- How to get more of your leads to “re-engage” after the initial contact and setting an appointment
- How to get more customers to show up for their appointments with a higher percentage of those customers purchasing a vehicle.

Flick Fusion's Director of Marketing Gina Reuscher was also selected to speak at Digital Dealer 21. In her session titled Video Marketing #LikeAGirl, Reuscher will explain how both logic and emotion influence a car buyer's decision-making process, and how video is the #1 medium of choice of both brands and consumers for tapping into purchase-driving emotions. Reuscher's session is scheduled for Tuesday, August 9th at 9:30 a.m.

"The hashtag #LikeAGirl was created to empower girls and change the connotation of the phrase from negative to positive," said Reuscher. "My session is designed to empower both men and women

to understand and tap into powerful motivators that make video the leading choice for digital advertising campaigns that drive more sales."

In today's world, consumers listen with their eyes and think with their emotions. Session attendees will learn:

- The proven data behind why consumers' buying decisions are influenced much more by emotion than by logic
- How to create emotionally appealing videos
- How to use both technology and your own intuition to win the sale

Gina Reuscher is Director of Marketing at Flick Fusion where she oversees branding and marketing initiatives, and manages partner training and communications. Reuscher has over 20 years experience in digital and affiliate marketing, sales, product development, analytics and performance management.

Tim James is a dynamic sales and marketing strategist with more than 20 years of achievement and demonstrated success in driving multi-million dollar revenue growth, while providing visionary leadership. Tim has been a regular speaker at the Digital Dealer conferences and continues to receive rave reviews of his highly educational sessions.

For more information, visit booth # 243 at the 21st Digital Dealer Convention or visit <http://www.flickfusion.com>

About Flick Fusion

Flick Fusion offers a full-solution video hosting, marketing and distribution platform to automotive and other inventory-based industries. The platform delivers automated, integrated and rule/behavior-based, including geo-targeted, video content in real-time, across multiple touchpoints and throughout the entire purchase cycle.

Flick Fusion makes it easy for dealers to create desktop and mobile-friendly vehicle inventory videos, video email and customer engagement videos such as testimonials, service department overviews and more. Videos are proven to capture more buyers' attention, advance organic SEO rankings, generate leads and increase conversion rates. The Flick Fusion system builds emotional value and customer loyalty for more than 3,500 brands and preferred partners.

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