

Flick Fusion's Tim James to Present "Mastering Google's Five Critical Micro Moments with Video" at Digital Dealer 22

URBANDALE, IA, UNITED STATES, March 30, 2017 /EINPresswire.com/ -- Flick Fusion today announced that COO Tim James will be speaking at the 22nd Digital Dealer Conference & Exposition in Tampa, FL. On Wednesday, April 12th at 2:30 p.m. James will present "Mastering Google's Five Critical Micro Moments with Video -- Creating a Video Marketing Strategy to Maximize the Effectiveness of ALL of Your Video Content and Deliver Measurable ROI through an Increase in Leads, Appointments, Shows, and Sales."



"Google has identified five critical micro moments in the automotive buying cycle that are critical for dealerships to master," said Tim James, COO of Flick Fusion. "In this session I'm going to share how to use video to reach car shoppers during each of these moments and also how to effectively use video to walk shoppers down funnel, to get them off the Internet and into your store."

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Tim James, COO, Flick Fusion

In this session, James will break the micro moments down and identify how your dealership can effectively utilize video to drive more traffic to your website, get more of your website visitors to engage with your VDP Pages, contact your dealership, get more of your leads to set appointments, and

get more of your appointments to show.

Session attendees will learn:

- How to establish a video marketing strategy that targets Google's five critical micro moments in the automotive buying cycle
- How to maximize the effectiveness of ALL your video content to drive additional website traffic, increase conversion, increase lead/appointment ratios, increase appointment show rates, and increase sales.
- How to start and scale your video marketing strategy so you receive measurable results without having to spend a lot of money

Tim James is a dynamic sales and video marketing strategist with more than 20 years of achievement and success in driving multi-million dollar revenue growth. 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 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.

Holly Forsberg
602-680-8960
email us here
Carter West Public Relations

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