

Flick Fusion Video Marketing Added to CDK Global Partner Program

URBANDALE, IA, UNITED STATES, September 12, 2017 /EINPresswire.com/ -- Flick Fusion Video Marketing today announced that it has joined the growing CDK Global Partner Program. As a member of the largest third-party partner program in the industry, Flick Fusion is now part of a marketplace of applications and integration choices developed to help automotive dealers succeed.



"Many dealers now realize that videos are not something to just post on your website, but an essential part of an integrated online marketing strategy that will increase the informational and emotional value



of the dealership's online content across all digital touch-points," said Tim James, COO of Flick Fusion. "The integration with CDK allows more dealerships to take advantage of our dynamic video marketing and hosting platform."

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Tim James, COO, Flick Fusion Video Marketing

Flick Fusion's [SMARTFLICKS](#) is the only video marketing and hosting platform that automates the entire video production and distribution process. Dealers can use SMARTFLICKS to easily create inventory videos, personalized video e-mails, customer testimonial videos, dealership value proposition videos and more. SMARTFLICKS is designed to deliver the

right video to the right shopper at the right time in the buying cycle. Flick Fusion's advanced technology monitors the activity of dealership videos and tracks individual shopper behavior across all Internet touch-points. SMARTFLICKS then utilizes a shopper's activity to instantly display relevant video content and integrated marketing messages to that individual.

Flick Fusion's videos are proven to drive more traffic to dealership websites, increase SEO rankings, generate more leads and increase website lead conversion rates.

All of Flick Fusion's inventory and dealership videos can be viewed on mobile devices and are easily accessible on dealerships' mobile websites. Videos are viewable on any operating system using any browser.

"We're very pleased to introduce Flick Fusion as the newest member of the CDK Global Partner Program," said Howard Gardner, vice president and general manager, CDK Data Services. "Flick Fusion is a welcome addition to our vibrant program that provides dealers with a range of partner choices and the assurance that their programs can be seamlessly integrated with our applications."

The CDK Global Partner Program provides members with access to a diverse CDK ecosystem

through the ability to integrate with a range of CDK applications, as well as with CDK dealer websites. The addition of Flick Fusion to CDK's partner program will improve the integration of Flick Fusion's inventory videos with the CDK website platform, delivering a better viewing experience for online car shoppers. Additionally dealerships will be able to gather and access actionable data related to their customers' online behavior, whether those customers are viewing videos on the dealership's own website, or viewing videos on other Internet touch-points.

To learn how Flick Fusion Video Marketing can help to maximize your marketing ROI, visit Booth #805 at Digital Dealer 23, Las Vegas, NV. Or visit www.flickfusion.com

About the CDK Global Partner Program

The CDK Global Partner Program now numbers 300 partner companies that together offer more than 400 unique applications auto dealers can use to run their businesses. The CDK Partner Program provides data, workflow and website integration to a wide range of third parties, OEMs and dealers. Visit <http://www.cdkglobal.com/partners>.

About CDK Global

With more than \$2 billion in revenues, CDK Global (Nasdaq:CDK) is a leading global provider of integrated information technology and digital marketing solutions to the automotive retail and adjacent industries. Focused on enabling end-to-end automotive commerce, CDK Global provides solutions to dealers in more than 100 countries around the world, serving approximately 28,000 retail locations and most automotive manufacturers. CDK solutions automate and integrate all parts of the dealership and buying process from targeted digital advertising and marketing campaigns to the sale, financing, insuring, parts supply, repair and maintenance of vehicles. Visit cdkglobal.com.

About Flick Fusion

Flick Fusion Video Marketing 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 4,500 auto dealerships through a network of 80 to 100 resellers. Visit www.flickfusion.com.

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