



# Unity Works' Phil Sura to Moderate Panel Discussion with Google, Facebook and Twitter at NADA

---

*NADA "Super Session" to feature: "Leveraging the Digital Giants: Google, Facebook & Twitter"*

MINNEAPOLIS, MN, USA, March 21, 2018 /EINPresswire.com/ -- UnityWorks, the industry leader in micro-targeted video campaigns for automotive dealers, is pleased to announce their upcoming panel discussion in which they will once again share the stage with representatives from Twitter, Facebook and Google at this year's NADA conference on March 22nd through March 25th. Offered for the first time at NADA, the "Super Session" panel discussions will be held at 1:00 PM and 3:15 PM Pacific time on March 22nd.

In "Leveraging the Digital Giants: Google, Facebook and Twitter," UnityWorks and the automotive media powerhouses will share how dealers can leverage these dynamic platforms to drive sales and service. Moderated by Phil Sura of UnityWorks, the panel discussion will highlight techniques for identifying and engaging with sales and service prospects, focusing on best practices, ROI tracking and case studies.

"Leveraging video on these three platforms is critical to creating emotionally compelling messaging that drives car shoppers into dealerships," said Phil Sura, vice president of sales at UnityWorks. "Video messaging is highly effective at reaching auto intenders, and we look forward to sharing our expertise with attendees."

A veteran speaker with more than 20 years of experience in the automotive industry, Phil Sura was also selected to co-present two sessions with Google's Peter Leto, head of automotive retail sales. The sessions entitled, "Dominating your Market with a Micro-Targeted Video Strategy" will be offered on March 23rd at 10:30 AM and on Saturday, March 24th at 10:30 AM.

Established in 1917, the National Automobile Dealers Association (NADA) is a trade organization representing more than 16,000 franchised new car and truck dealerships.

## About UnityWorks

UnityWorks has pioneered the use of data driven video at scale for automotive dealers. The company is widely regarded as the premier video partner to create customized and scalable video content and has launched more than 25,000 campaigns since 2015. In addition, the company provides data driven video landing pages for thousands of dealers enabled from video email, pre-roll ads, Facebook video ads and online display advertising. For more information visit UnityWorks at NADA booth # 2554C or visit [unityworksmedia.com](http://unityworksmedia.com).

Deborah deLambert  
Unityworks Media  
6122097716  
[email us here](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.