

LotMonkey Expands Strategic In-Dealership Merchandising System into Four New Markets

For Philadelphia, Louisville, Long Island & Northern New Jersey auto dealers, creating on-the-lot merchandising materials is now a breeze

SAINT PETERSBURG, FL, UNITED STATES, July 9, 2018 / EINPresswire.com/ -- [LotMonkey](#), a strategic in-dealership [merchandising](#) solution for independents, franchised car dealers, dealer groups and OEMS, today announced expansion into several new markets including Philadelphia, Louisville, Long island and Northern New Jersey.



Dealers in these four new markets can now use LotMonkey's innovative system to more efficiently and affordably create strategic, professional-quality on-the-lot marketing materials including license plate inserts, window stickers, windshield graphics and more.

LotMonkey already services over 200 dealers in more than a dozen markets and is currently experiencing unprecedented expansion. Philadelphia, Louisville, Long Island and Northern New Jersey and just four of several new markets the company is expanding into over the next several months.

"We are extremely excited about the growth of LotMonkey into new markets. Dealers quickly see how our platform makes marketing and merchandising a breeze. In fact, at a recent trade show we signed up over 90 dealers in under 3 days," said LotMonkey CEO John Wingle. "The problem is dealers have limited options or direction as to how to go about effectively merchandising their lots in a manner that actually improves [customer experience](#) and bridges the gap between online and on-lot. The solution is our platform which enables them to strategically and professionally merchandise in a way that actually improves customer experience and bridges that gap," Wingle added.

According to Wingle, while dealers recognize they must take steps to better serve customers and to compete in today's environment, for many, doing so is easier said than done. "Most industry providers seem to focus primarily on top funnel and post-sale solutions – neither of which address the real challenge which is how to provide a more seamless, omnichannel shopping experience from online to on-lot. Dealers, consequently, are often left to their own devices to meet this challenge. The result – a less than optimal shopping experience for customers and missed opportunities for dealers. We help solve that problem," Wingle stated.

LotMonkey's web-based in-dealership merchandising platform empowers dealers to instantly create and customize a virtually infinite array of professional in-store point-of-sale visuals. It transforms dealership lots, showrooms and service drives into strategic retail environments that better engage,

inform and influence customers by enhancing dealer image, building brand, re-enforcing other marketing, providing relevant information, and more. The platform delivers a more seamless, omnichannel approach that helps to both enhance customer experience and bridge the gap between the online and on-lot shopping process for customers.

“We created LotMonkey to empower dealers and hand them the keys to their in-store branding and marketing. Selling a car to the customer still happens at the dealership. With our LotMonkey platform, dealers in these four new market areas can now have complete creative control over the customization of their brand, their merchandising and their point of sale needs to ultimately create a customer experience that will encourage shoppers to return for service needs or future purchases,” Wingle added.

Dealers interested in a free trial of LotMonkey’s application can visit LotMonkey.com, or call: (888) 981-6904

About LotMonkey:

For more information visit: <http://www.Lotmonkey.com>.

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