

# New Program Launched To Help Dealerships And Automotive Salespeople Build Their Online Brand To Reach Vehicle Shoppers

*Turbo Marketing Solutions, an automotive marketing agency released a training platform to help car dealers and sales professionals to build their brand online.*

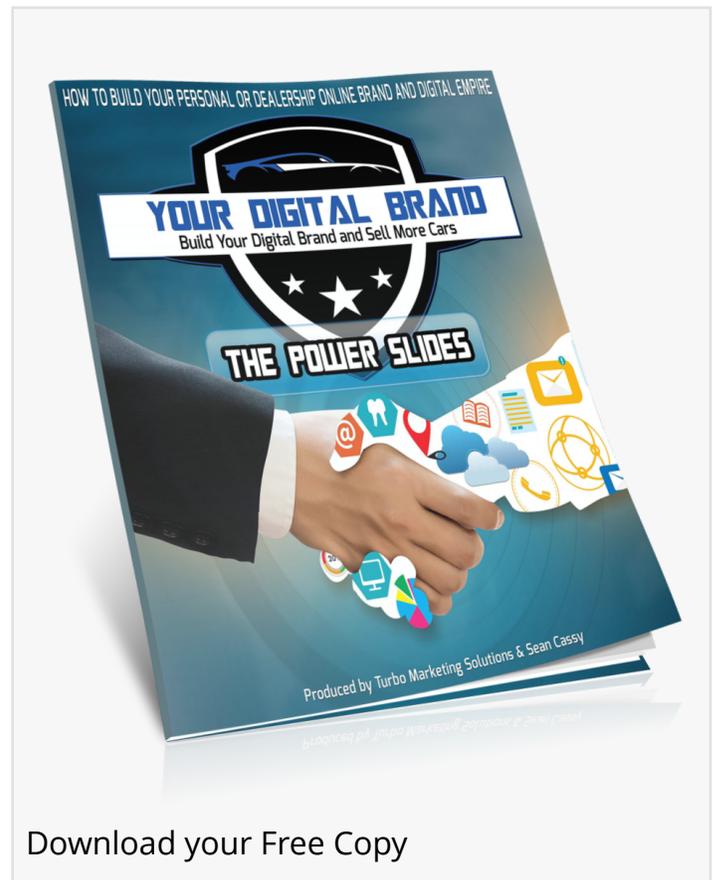
CHELSEA, QC, CANADA, August 27, 2018 /EINPresswire.com/ -- Turbo Marketing Solutions, a Canadian automotive marketing agency specializing in digital [automotive content marketing](#) solutions launched an online training platform that will allow North American car dealers and their automotive staff to learn how to use social media and content to build their dealership and personal brands so they can reach more vehicle shoppers in the early stages of the shopping cycle.

Dealerships and their staff can access the free part of the training here: <https://learn.turbomarketingsolutions.com/free-power-slides>

According to an Autotrader study about the future of automotive marketing trends, 88% of prospective buyers use the Internet for their research looking for content on which car would best suit their needs, the best deals available for their budget, or to read customer reviews; all to narrow down where they will buy their next vehicle. The new online training provides specific insights as to how dealerships and their staff can create and make available through social media the content vehicle shoppers need to educate themselves on their next purchase.

Sean Cassy, Turbo Marketing Solutions' co-founder and author of the training says: "We've been trying show dealers for years how to steer away from ads and embrace content and social media to reach vehicle shoppers sooner in the shopping cycle, but without an online training platform like the one we just launched, it was impossible to engage the organization as a whole. Now it's possible!"

According to Think with Google, the top types of [videos car buyers like to watch](#) include test drives, specs, and features videos, as well as vehicle interior and exterior walkthroughs. That's why Lucie Gauvreau, the CEO of Turbo Marketing, wanted a big focus on video for the new training platform. "To create a good video message, the focus has to be on the customer's needs and wishes. Customers want a sales representative who will guide them through the whole sales process and turn that process into a great customer experience. That's what the new online



training teaches dealers and salespeople to do.” explains Mrs. Gauvreau.

Dealers who will embrace automotive content marketing over the next few years will create an unfair advantage for themselves over their competitors. The new training platform provides dealers and salespeople with an easy to follow roadmap to take advantage of the opportunities created by new media.

Interested parties can find more information by visiting the above-mentioned website, as well as at <https://learn.turbomarketingsolutions.com>

Melissa Cadieux  
Turbo Marketing Solutions  
1 800 262-0081  
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.