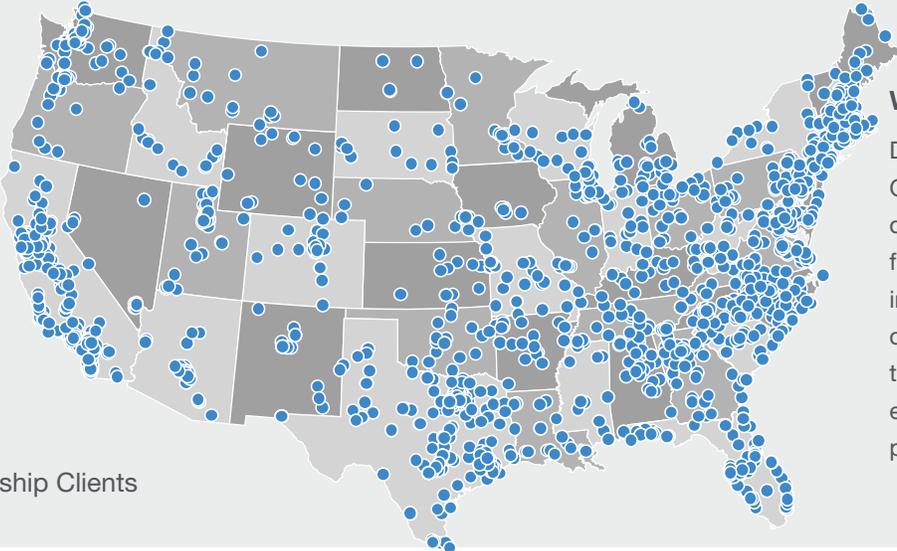


DEALERSHIP CLIENTS IN 50 STATES



3,000+
Dealership
Clients Served

160+
Dedicated
Dealerships
Professionals

50
States with Dealership Clients

WHY CHOOSE DHG

DHG's Digital Solutions Group utilizes software, data and benchmarks from unbiased sources in order to provide dealers with solutions that will make them more efficient, effective and profitable.

THE GOAL

Our goal is to provide our dealer clients with services that will deliver additional profitability and help them find efficient digital solutions



THE DIGITAL LANDSCAPE & OUR SERVICES

In a time of so much disruption in the automotive retail industry, where an increasing number of vendors are offering products in the digital marketing space, it is important to have a trusted, knowledgeable resource to help dealers navigate through their digital marketing efforts. Our dedicated digital marketing advisory services use software, data and benchmarks from unbiased sources to provide dealer clients with solutions that will make them more efficient with both their time and capital.



Focus Areas include:

- SEO/SEM
- Content Marketing
- Conversion Rate Optimization
- Social Media Marketing
- Web Analytics
- Campaign Planning

THE DHG PROCESS

To help you stay up-to-date with the constant advancements in digital technology for dealership marketing, we have developed a unique process that allows you to efficiently maneuver this space. Our Digital Solutions Group first looks at your financial statements to get a sense for how your marketing spend fits in to your overall financial picture. We look for areas of duplication, note where services could be added or removed and benchmark your dealership's digital marketing compared to best-practices we have observed in the industry.

