



BTAA Business Technology Association®

Capture the Magic

DEALER PANEL

Marketing Matters:
Elevating Your Brand to Set Your Dealership Apart From the Competition

Moderated By:
Kevin Marshall, CopyLink

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 <p>Moderator Kevin Marshall</p> 	 <p>FISHER'S TECHNOLOGY</p> <p>Haley P. Grigsby Director of Marketing & Public Relations</p>  <p>L LES OLSON IT</p> <p>Scot Olson Director of Marketing</p>  <p>FLEX TECHNOLOGY GROUP</p> <p>Andy Smalley VP of Marketing</p>
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The image features a banner at the top with the BTA Business Technology Association logo and the text 'Capture the Magic' in a stylized font. Below the banner, the text 'They say that 50% of marketing dollars are wasted!' is displayed in a large, white, sans-serif font. To the right of the text, a hand is shown holding a US dollar bill that is on fire. The bill is partially torn and the flames are bright yellow and orange. Below the text, there are two bullet points in a white, sans-serif font:

- Would you agree?
- If so, how can you tell which 50% is working?

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What's the craziest marketing promotion that you've done?



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What's your best source of lead generation for your team?



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What type of events do you do for your clients and community?

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How do you Market internally new products and services & externally to existing customers?

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