



OnSite Optimization Techniques for Car Dealer Websites

With

Brian Pasch

CEO, Pasch Consulting Group

Moderated by

Mike Bowers

Executive Editor, DealersEdge

Presented by DealersEdge





Brian Pasch of the Pasch Consulting Group

Brian is an 18 year veteran of the direct marketing industry. His career has spanned both management and technology roles.

He continues to lead research into Digital Marketing platforms. PCG continually tests new digital marketing strategies which can provide a cost effective channels for business advertising and lead generation. Brian Pasch and his staff are currently rating the effectiveness of the top social networking and blogging portals.

PCG works for and with an ever-growing number of auto dealers and dealer groups from all over the country to maximize results of their digital marketing efforts.