

Cottman Wins Two Major Online Awards for the Cottman Man Blog and Educational Video Series

The annual competition is the creation of the Web Marketing Association (WMA), an association of “Internet marketing, advertising, PR, and design professionals who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate websites,” according to their website.

Horsham, PA ([PRWEB](#)) May 18, 2016 -- The International Advertising Competition has just announced that Cottman Transmission and Total Auto Care has won two categories in the 2016 competition:

- [Best Blog Website for the Cottman Man Blog](#), and...
- [Best Other Online Video for the Cottman Man Educational Video Series](#)

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“Winning these awards is extremely gratifying, as it comes from marketing professionals,” says Sue Burg, Cottman’s senior director of advertising. “These are people who understand what great Internet communications should look like, and they found ours to be exceptional.”

While most corporate websites focus on sales, the Cottman Man is about people; providing them with a clear explanation of their cars and how to ask for service. This is important because, in any type of service situation, communication is critical for accurate diagnosis and repair.

“Our goal with these sites was to help educate the consumer,” explains Derik Beck, Cottman’s VP of digital marketing. “Cars aren’t the same as they were 20 or 30 years ago, and of course, neither is keeping those cars running dependably. Educated consumers can enjoy more trouble free miles out of their cars, and they can make smarter decisions when they do need repairs.”

“Today’s cars are extremely complex,” explains Cottman President Randy Wright. “There’s no way the average consumer can keep up with the changes taking place. The Cottman Man blog and video series take these highly technical subjects and makes them clear to everyone, regardless of their technical background. It fills a critical need and helps consumers become more comfortable when they need to speak with a technician or service advisor.”

The blog has posts with information on a wide variety of subjects, including service recommendations, preparing for a road trip, saving money on your car, and even how to explain a problem to your local technician. They’re written in a clear and friendly manner, without relying on jargon or acronyms that have no meaning to anyone outside the repair industry.

This isn’t the first time the Cottman Man blog has been singled out for high praise. It’s actually received two other awards in its short life:

- 2015 Automotive Communications award from the Car Care Council Women’s Board (WB) and the



Automotive Communication Council (ACC)

- Named Top 50 Automotive and Mechanics Blogs in a list compiled by Direct Capital.

For more information, visit the Cottman Man blog online at www.TheCottmanManBlog.com, or view the Cottman Man educational videos on the Cottman website at www.Cottman.com/videos.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).