



Force Marketing to Host Live Webinar at CBT Automotive Network Studio

Force Marketing will proudly host a webinar event live from the CBT Automotive Network studio on Thursday, Dec. 10 at 12 p.m. EST called “Forget Big Data-- Use Your Own and Improve Your ROI.” Cody Tomczyk and Kate Andra from Force Marketing will present, along with Katherine Lowe, Google Channel Sales Strategic Partner Manager.

ATLANTA, GEORGIA ([PRWEB](#)) December 08, 2015 -- Force Marketing is proud to announce that it will be hosting a live webinar entitled “Forget Big Data-- Use Your Own and Improve Your ROI” live from the CBT Automotive Network studio on Thursday, Dec. 10 at 12 p.m. EST.

The webinar will feature Kate Andra, Force Marketing’s Director of Strategy, and Cody Tomczyk, Force Marketing’s Director of Digital Sales. They will also be joined by Katherine Lowe, Google Channel Sales Strategic Partner Manager.

Attendees of the webinar will learn more about how dealers can identify and eliminate ad spend waste within their current digital marketing campaigns, how they can increase quality lead count through more targeted ad spend, and how these strategies all combine to improve overall ROI.

“There are so many opportunities for dealers to use data they already have access to in order to achieve better results without adjusting their spend,” said Andra. “In this webinar, we’ll look at a number of case studies that showcase how Force Marketing has helped clients reduce their ad spend by more than 23 percent and increase their quality lead count by 15 percent using their own data. We’ll also discuss our advanced GeoForce™ targeting program that is proven to help dealers achieve greater success.”

The webinar will last about one hour, and during the event, attendees will also have the opportunity to win a free JamBox Bluetooth speaker.

To register for this webinar, visit ForceMKTG.com/forgetbigdata, and to learn more about Force Marketing, visit ForceMKTG.com.

ABOUT FORCE MARKETING

Force Marketing is an innovative automotive multi-channel marketing company headquartered in Atlanta, Ga. The agency offers technology-enabled marketing services to an expansive client base throughout the U.S. and Canada. The company made Inc. magazine’s Inc. 5000 list of the fastest-growing private companies in the U.S. in 2015 for the seventh consecutive year. More information about Force Marketing’s auto dealership marketing services can be found online at www.forcemarketing.com.



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Online Web 2.0 Version

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