

# THE EXPERT GUIDE TO GROWING YOUR EQUIPMENT DEALERSHIP

In this checklist, you'll learn the tactics experienced digital marketers use to drive sales and generate leads for equipment dealerships like yours. You'll find out more about the steps you should take to grow your local business into a national one.

## YOUR EQUIPMENT DEALERSHIP TODAY

- ✓ Uses Karmak to organize its inventory.
- ✓ Mostly deals with customers in your local area.
- ✓ Ready to increase revenue and develop relationships with clients throughout the United States.



## HOW TO GROW YOUR DEALERSHIP LIKE AN EXPERT

- OPTIMIZE YOUR WEBSITE FOR SEARCH:** Include relevant keywords in your on-page content, ensure your site loads quickly, and add meta descriptions to each page. These actions will shoot your site up the Google rankings, increase your visitor numbers, and help you make more sales.
- OFFER DIGITAL TOOLS YOUR CUSTOMERS WILL LOVE:** Features like product comparisons and deal builders are always popular with shoppers. The fusionZONE team can help you integrate these elements into your site.
- INCLUDE COMPELLING CALLS TO ACTION ON INVENTORY DETAIL PAGES:** Your CTA could come in the form of a well-placed sentence or a colorful button. Whichever form it takes, it may be the difference between a lost visitor and a new client.
- ENSURE THE PURCHASING PROCESS IS AS SMOOTH AS POSSIBLE:** Your clients should not have to call your office to check stock or wade through dozens of pages just to place an order. fusionZONE can build you a site with a simplified buying process and an automatic, real-time connection to your Karmak inventory.
- MANAGE YOUR DEALERSHIP'S ONLINE REPUTATION:** Customers often check Yelp and Google reviews before placing orders. If your reviews make your company look a little sketchy, they may decide to buy from your competitors instead. By managing your online reputation, you can make sure this nightmare scenario never occurs.

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