

HOW DIGITAL MARKETING CAN GROW YOUR EQUIPMENT DEALERSHIP

In the following checklist, you'll learn how Karmak and fusionZONE can help you market your equipment dealership online. You'll find out how you can generate leads and drive new sales through web development and digital marketing.

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 EQUIPMENT DEALERSHIP

- BUILD A WEBSITE:** When customers need to find an equipment dealership, they search online. If you don't have a website, they won't find you, and you'll miss out on a sale.
- ENSURE YOUR WEBSITE IS EASY TO FIND:** If you want buyers to visit your site, you'll need to make sure it's at the top of the Google results. The skilled marketers at fusionZONE can make that happen by optimizing your website for search.
- MAKE YOUR SITE EASY TO USE:** If your site is filled with walls of text and confusing menus, shoppers will leave within seconds. If you want them to stick around to place an order, you'll need to make sure your text is readable, your menus are clear, and the purchasing process is simple.
- ENSURE YOUR WEBSITE'S INVENTORY IS ALWAYS UP TO DATE:** Don't force your customers to call you to verify availability before placing an order. Have the fusionZONE team build a website with a real-time connection to your Karmak inventory instead.
- BOOST YOUR COMPANY'S REPUTATION ONLINE:** Shoppers want to do business with companies they can trust. If your dealership has no positive reviews, they may look elsewhere for the products they need. fusionZONE offers a reputation management service that can help you get the five-star ratings you need to make more sales.

THE MOST EXPERIENCED MARKETING
TEAM HAS YOUR BACK

fusionZONE