

DEARBORN, Mich., Jan. 25, 2014 /PRNewswire/ -- [FordDirect](#) has announced the launch of its [Digital Advertising Solution](#), a digital and media platform designed to put dealerships in front of consumers when they are active online.

In 2014, the Digital Advertising Solution will provide a base level of search engine marketing on behalf of all Ford and Lincoln dealerships, providing incremental search traffic and increasing the dealers Website ranking and relevance. In addition, Ford and Lincoln dealers can invest in a full suite of digital advertising from display ads, to mobile, social, video and retargeting.

"As more and more consumers turn to the Internet to conduct vehicle research, it has never been more important to have a strong Web presence," said Valerie Fuller, COO of FordDirect. "With the Digital Advertising Solution dealers can generate more awareness, and in turn, drive additional sales and service opportunities through enhanced visibility in digital channels."

The FordDirect Digital Advertising Solution provides a comprehensive reporting platform that includes a detailed overview of market coverage, reach and recommendations for search, mobile, display, and social media activity. Working together with FordDirect, dealers can review results, develop a comprehensive digital strategy and help coordinate advertising efforts to maximize effectiveness.

"FordDirect worked with the Ford and Lincoln Dealer Councils as well as our Dealer Advisory Board to develop a comprehensive solution that meets the dealer needs," Fuller said. "Based on their feedback we have certified multiple providers that will integrate into the platform to offer dealers the flexibility to compare multiple providers, select a vendor of choice and a package that meets their needs."

For more information on FordDirect, and how to effectively position yourself in search results and social and digital marketing, please visit: www.FordDirect.com/DealerCenter.

FordDirect Launches Digital Advertising Solution: Maximizes Dealer Exposure to Online Shoppers

Written by Australian Business

About FordDirect FordDirect (forddirect.com/dealercenter) is a joint venture between Ford Motor Company and its franchised dealers to create a comprehensive Web presence for dealers and provide digital marketing services that help dealers sell more cars and trucks. FordDirect provides dealers new and pre-owned marketing services, call tracking, lead management solutions, dealer websites, search optimization and marketing, database marketing, marketing services for regional dealer advertising groups and other digital services. FordDirect is headquartered in Dearborn, Mich.

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