



DEALER INSTITUTE

MARKETING YOUR DEALERSHIP

DEVELOPING PEOPLE TO GROW YOUR BUSINESS

Equipment dealerships don't market like retail stores or car lots. Buying cycles are longer, customers are loyal and relationship-driven, demand changes with the seasons, and profitability depends on more than just wholegoods sales. Effective dealership marketing needs to support sales, service, parts, customer relationships, and the overall dealership brand.

What We Offer

This program is designed specifically for equipment dealerships. Participants will learn how to build a practical marketing strategy that fits the dealership business model—from strengthening their brand and digital presence to creating content, generating leads, and measuring results.

The course focuses on real-world tools and strategies dealerships can use to better connect marketing efforts to customers, dealership priorities, and revenue.

How You Benefit

Participants will leave with practical tools to better plan, execute, and measure dealership marketing. They will learn how to align marketing with the dealership's seasonal calendar and profit centers, improve local visibility, strengthen customer communication, better use OEM resources, and track meaningful results.

Who Should Attend

Recommended attendees are dealership owners and general managers, marketing managers and coordinators, sales managers, service managers, parts managers, and any employee who is responsible for marketing, communications, digital content, or customer outreach.

Why Dealer Institute?

Dealer Institute programs are entirely dealer-focused and aimed at helping dealers tackle their industry-specific business challenges. The Dealer Institute is the trusted resource for dealers looking for a business development partner to help them excel within their marketplace and thrive in an ever-changing business environment. Our trainers, consultants, and partners have years of real-life experience in agricultural equipment dealership operations of all sizes.



DEalersHIP MARKETING

Dealership marketing is different. This module breaks down what marketing really means in the dealership world, the difference between marketing and branding, and why both matter. We'll look beyond advertising to understand how marketing supports sales, service, parts, customer experience, and overall dealership growth.



BRAND, POSITIONING & OEM RELATIONSHIP

Learn how to build a strong dealership brand while staying aligned with your OEM. This module explores dealership positioning, brand consistency, local identity, and how to create marketing that supports the OEM while still making your dealership stand out in your market.



WEBSITE, INVENTORY & LOCAL SEARCH

Your website is your dealership's digital storefront. This module covers how your website, inventory, and local search presence work together to attract customers, build trust, and drive leads. Learn how to make it easier for customers to find you, find the right equipment, and take the next step.



SOCIAL MEDIA, VIDEO & CONTENT

Built specifically for equipment dealerships, this module covers how to turn everyday dealership activity into content that gets attention and builds customer connections. Learn how to use social media, video, storytelling, and content strategy to showcase your people, products, customers, and local communities while driving awareness and engagement for the dealership.



THE MARKETING FUNNEL

Learn how dealership marketing moves a customer from awareness to consideration to action. This module breaks down the marketing funnel and how dealership teams can use the right message, channel, and strategy at each stage to generate leads, drive sales, and keep customers coming back.



BUDGETING, MEASUREMENT & BUILDING THE PLAN

Learn how to turn dealership marketing goals into a practical plan and budget. This module covers how to allocate marketing dollars, set measurable goals, track performance, and use data to make smarter decisions. Walk away with a framework for building a marketing plan that supports dealership priorities and delivers measurable results.

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A Division of the North American Equipment Dealers Association