

AutoConversion Forms Media Partnership with FIXED OPS DIGITAL for Digital Dealer 27

Naperville, IL USA - August 5, 2019 - AutoConversion, a multimedia production company and advertising network that features a variety of B2B programming for automotive technology businesses, today announces a new media partnership with FIXED OPS DIGITAL to provide exclusive media coverage surrounding the 27th Digital Dealer Conference and Exposition to be held this month at the Mandalay Bay Resort and Casino in Las Vegas.

The Digital Dealer Conference & Expo is where top dealers go to stay ahead of the technology curve, delivering the largest array of industry speakers, peer to peer opportunities, and exhibit hall offerings. It is held twice a year.

FIXED OPS DIGITAL is a digital marketing agency that helps bring advanced digital marketing tactics to automotive dealerships looking to grow their service, parts, tires, and collision revenue. The company also provides the industry's only mobile wallet marketing solution that is agnostic to website providers - Dealer Wallet, a conversion tool specially designed to give service customers a digital first experience.

FIXED OPS DIGITAL will be exhibiting at the 27th expo in booth #833. In the booth, a media station will be featured where the exhibitor plans to facilitate interviews and conversations with various thought leaders across the industry about fixed operations in auto retail. The conversations will be recorded and then premiered after the event as part of the company's Fixed Ops Feature video series that it launched earlier this year.

The media station will be facilitated by AutoBurst Media, the production arm for AutoConversion, and the interviews will be conducted by Ryan Gerardi, the company's Executive Producer and Public Relations Manager. Leading up the event, AutoConversion will promote the media station and afterwards the company will feature highlights from the campaign on the AutoConverse Mobility & Connectivity Blog and Podcast.

"This is a special time and opportunity for us," says FIXED OPS DIGITAL Co-Founder and CEO Owen Moon. "We launched the Fixed Ops Feature video series earlier this year and see this as a way to produce more dynamic and interactive information that will add even greater value to dealers and those we do business with."

"Owen and his team understand the importance of relationships and the need to think outside the box a bit," Gerardi says. "I am excited to be part of this project with FIXED OPS DIGITAL, especially because of the timing. Profitability in fixed ops is of growing importance in how it relates to the larger picture in auto retail."

Anyone interested in scheduling time to appear on on Fixed Ops Feature - Vegas Live can contact Owen Moon or Ryan Gerardi for consideration.

About AutoConversion

AutoConversion provides media, advertising, and technology solutions for B2B brands and small businesses. Our mission is to help attract awareness of, spark interest in, and generate demand for your branded message. For more information visit www.autoburstmedia.com.

PR Contact

Ryan Gerardi
AutoBurst Media
1750 W Ogden Ave, #4162
Naperville, IL 60567
rgerardi@autoconversion.net