

# SEMINAR SPOTLIGHT

## HOW TO GROW YOUR BUSINESS IN A DIGITAL WORLD



**Risa Schultz-**

**SVP of Client Services & Co-founder of WeConekt**

Risa is helping define and develop client services. Her career started more than nineteen years ago when she joined a high-growth automotive aftermarket product company where she lead the expansion of the marketing department, covering branding for four leading brands, PR, trade and consumer shows, product training, and management of the marketing budget. Later she drove national media for multicultural promotions and events, managed a \$6 million budget and collaborated with ten marketing agencies. She has also served as corporate marketing liaison to multiple field marketing teams and franchisees, furthering brand engagement.

[www.weconekt.com](http://www.weconekt.com)



Being able to compete in today's complex multimedia world can be challenging. We know dealers need help. That is why we formed Weconekt. It is difficult to identify what will best suit your business. Is it a website, social media, Google advertising, newsletter, mobile or a combination? Many dealers nationally are competing against interests that are better staffed and better funded. Soliciting outside help gives you the expertise from a multi-talented company focused on maximize your marketing efforts and your time.

Learn cutting edge tactics and what it takes to be successful in digital marketing from industry professionals in the field. After this seminar you will be ready to COMPETE!

**What you will learn:**

- Online marketing and the various platforms available
- How each platform works and how they work together
- Which platforms make the most sense for your business
- Learn about the different platforms



**Allison Lopez-**

**CEO&Co-founder, WeConekt**

She's a serial entrepreneur, with over twenty years of experience in starting companies, building brands, developing products and consulting for businesses. She founded her first company, Toucan Industries, in the automotive aftermarket industry and led it from a shoestring startup to a high growth company, recognized for its category-defining brands, Eurolite and Ractive, which were prominently displayed in the Universal Studios "Fast and Furious" movie because of their car culture following. While building Toucan, she founded C16, an automotive lifestyle magazine, Speedlife, an publishing and events company.

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