



**NADA University** equips dealers and their staffs to get results—with the right knowledge, coaching, and resources to develop skills and confidence. Four robust “centers of excellence”—Academy, Learning Hub, 20 Group, and Resource Toolbox—make NADA U every dealership’s source for profit-building tools and training.

For more on **Managing Your Brand Online**, go to [www.NADAuniversity.com](http://www.NADAuniversity.com). Sign in (or enroll if you’re not a NADA or ATD dealer member) for access to the following programs and resources on this topic:



**Variable Operations 1**, including Internet marketing, is led by instructor Les Abrams and taught in week 4 of 6 in the Academy program. [Listen](#) to what our Academy students have to say and then let us tell you more about how the program can meet your needs. Sign in to [NADA U](#) and select “Academy” to request more information.



**The New “Online Presence workshop track for the 2011 NADA Convention** featured 9 workshops with top speakers from DrivingSales.com, Google, AutoTrader.com, ActivEngage, Inc., and more! Workshops are available at NADA U—and are activated for **NADAvt** subscribers! Archived webinars and 2010 convention workshops are also posted in the “Online Presence” category. Sign in to [NADA U](#), select “Learning Hub,” then “Online Presence.” Click to purchase archived webinars and workshops in the [NADA U Store](#).



The “Northwood/AutoTrader.com Dealer Walk-In Study Results” find that the Internet is the #1 media source driving your walk-in traffic. Sign in to [NADA U](#) and select “Resource Toolbox” for access to “Industry Information,” where you’ll find that study and other valuable data. Resource Toolbox is also where you’ll find the **Driven** management guides, such as **Leveraging the Internet to Drive Sales** in the “Online Presence” category. **Driven** publications are complimentary for NADA and ATD members; others may purchase them for a nominal charge. Select Resource Toolbox for **NADAPerks** member tips and tools, and archives of **MarketINSIGHT** complimentary mini-webinars like Cars.com’s Oct. 2010 “Trust Makes the Sale,” ADP’s Nov. 2010 “Measuring Performance of Social Media,” and AutoTrader.com’s Sept. 2010 “Profiting from Social Media.”



**Utilize 20 Group Meetings** to learn how your peers are managing their brand online. Comprehensive Financial Composite Reports, proven best ideas, and the experience of other successful dealers—NADA 20 Groups drive dealership profitability. [Hear](#) how to unlock the power of NADA 20 Group and let us tell you more about a group that could work for you. Sign in to [NADA U](#) and select “20 Group” to complete the online request for more information.

Please feel free to explore NADA University and all it can offer you! Don’t hesitate to call or email us with any questions you may have—we are here to help you.