

A spark is all it takes

- **Responsive websites**

DealerFire's responsive website platform touts industry-leading load speeds and management access for do-it-yourself customization and creation of beautiful landing pages.

- **SEO & content marketing**

DealerFire's dedicated SEO experts employ innovative architecture and content development techniques to get you visibility in search results.

- **Paid advertising**

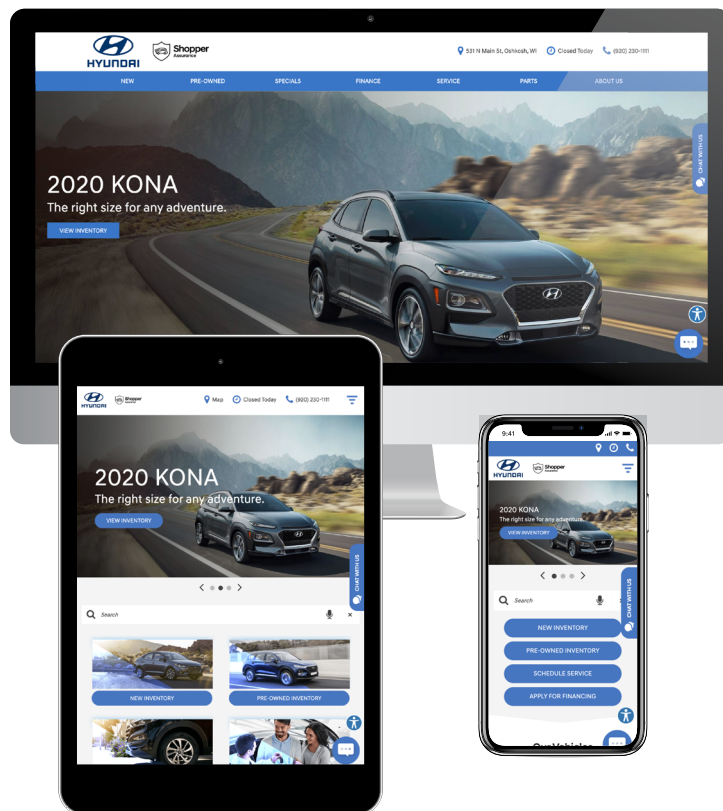
Capture your local market with search, display, and social advertising integrated with dynamic inventory and incentives.

- **Social media marketing**

Increase brand awareness and tell your story through carefully curated dealership content.

- **CrossFire integration**

Our integrated consumer-tracking solution alerts sales staff via real-time notifications when repeat buyers or customers who've submitted a lead form shop your DealerFire website.



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Latest innovations

- ✓ **OEM certifications**
DealerFire has earned acceptance into more than 16 OEM digital certification programs, including FCA, Toyota, Lexus, and Hyundai.
- ✓ **Facebook integration**
DealerSocket continues to leverage the power of the Facebook platform with custom lead web service, automated list building, and Facebook Marketplace.
- ✓ **Snapshot studio**
Leverage our new design studio to create, edit, and manage page containers featuring search modules, multistep forms, and CTA buttons.
- ✓ **Delivery test drives**
DealerFire's Delivery Test Drives allows you to offer your customers the opportunity to schedule a test-drive at their home or office.
- ✓ **ADA compliance**
Website-accessibility issues related to the Americans With Disabilities Act are covered, thanks to DealerFire's recent partnership with AudioEye.
- ✓ **Web text with SocketTalk**
DealerFire's text-integrated, lead-generation tool allows you to take advantage of the preferred communications channel of today's car shoppers. DealerSocket CRM customers get the added advantage of automatically launching SocketTalk for these conversations.
- ✓ **Offers / incentives manager**
Create, edit, and manage dealer and/or OEM offers within Ignite. Apply priority sorting rules to those offers for display on SRP and VDP.

“Choosing DealerFire as our partner has proven to be a great decision. We have lofty goals in our organization, and the technology and support they provide me and my team has been instrumental in our success.”

Kris Nielsen - eCommerce & Guest Experience Manager
Soave Automotive

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