

FITZPATRICK ADVERTISING USES DIGITAL MARKETING INITIATIVES



Fitzpatrick Advertising is an advertising agency located in Atlanta. The focus of this advertising agency is primarily on the automotive industry. This advertising agency has made a forecast on the shift in different marketing trends. The different marketing trend will take more traditional methods of marketing, such as television, radio, and print and turning that form of advertising and marketing in to digital marketing. The agency has placed a lot of emphasis on the development of their Fitzpatrick Digital Department which can help to stimulate the activity for the economy and create many manufacturing jobs. Statistical information provide by the Alliance of Automobile Manufactures says that more than 8 million jobs in the United States are within the car industry. The auto industry continues to grow and expand as the economy begins to get better. The automotive industry is also working hard to be prepared for selling their inventory and products to new consumers. Many years ago, people would spend quite a while figuring out which care they would purchase. However, within recent years, people typically spend much less time shopping for a car. In fact, since 2007, 35 million people were shopping online to find a car of their choice. Most buyers' are looking for three particular things when it comes to buying a car. These three components are safety, utility, and of course, fuel efficiency. Most importantly, buyers' can easily find out more information about the different cars that they interested in buying by simply checking it out online. Fitzpatrick Advertising has realized that the behavior of people who buy cars has definitely changes and they are creating marketing strategies that will work accordingly. With a better opportunity for online visibility, a buy can easily research a car and then buy it at a much quicker pace than he/she would have done originally. Fitzpatrick has created an Internet marketing line called Digital4Dealers. They can help to create a specific marketing plan for each of the different dealerships so that they can receive the type of exposure they are looking for. Jim Fitzpatrick, the CEO of Fitzpatrick Advertising, has said, "Dealerships today need to cater to the consumer by understanding how they shop, when they shop and where they are looking to uncover pertinent information." He also says, "In this recovering economy, it's more important than ever that we connect car buyers with car dealers." In order to connect with car buyers, digital marketing is a necessity. Fitzpatrick says, "Digital marketing is certainly a vital component for a dealer's campaign strategy that should not be overlooked." He concludes by saying, "It's a constantly evolving landscape, one that our agency is prepared to stay on top of for the benefit of our clients. We hope to not only improve their bottom line, but also continue supporting the automotive manufacturing business for the sake of our nation's economy."

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