



Cottman National Convention Featured in the July 2015 Issue of GEARS Magazine

July 10, 2015

July 10, 2015 - PRESSADVANTAGE -

Cottman Transmission and Total Car Care held its annual convention on May 2, 2015, in Myrtle Beach, South Carolina. The convention provided Cottman center owners with an opportunity to meet with one another while discovering new ways to hone their business skills.

The event's theme was Profiting in the Digital Age, and all of the seminars were targeted toward improving the shop owners' use of digital media to market their businesses. The program included seminars from leaders in digital marketing, including such companies as Google, Amazon Local, Angie's List, Merchant Centric, YEXT, Yodle, and an expert on LinkedIn.

"While the internet has leveled the playing field when it comes to digital marketing, it's constantly changing. Today's shop owner needs to be aware of the different ways to leverage it," says Derik Beck, Cottman's vice president of digital marketing. "Cottman is committed to becoming a leader in digital marketing for our franchisees."

One person who was both an observer and a speaker for the convention was Dennis Madden, CEO of the

Automatic Transmission Rebuilders Association (ATRA), a worldwide business association dedicated to providing business and technical support to the automatic transmission repair industry, and the publisher of GEARS Magazine.

Madden spoke about some of the features that ATRA has to offer its Members, which includes the entire Cottman chain.

While events of this type are fairly common for franchises, this one set a new standard for attendance: more than 70% of the Cottman centers were represented. That's a startling turnout that caught everyone's attention.

Madden was so impressed by the level of attendance and the event itself that he decided to chronicle his participation there. His article "Cottman Transmission and Total Auto Care Leaps into the Digital Age" will appear in the July, 2015 issue of GEARS.

GEARS Magazine is available on line at www.GEARSMagazine.com, and may be accessed freely.

###

For more information about Cottman Transmission and Total Auto Care, contact the company here: Cottman Transmission and Total Auto Care
Derik Beck 267-464-7212 dbeck@cottman.com
201 Gibraltar Road Suite 150
Horsham PA 19044

Cottman Transmission and Total Auto Care

Website: <http://www.cottman.com>

Email: dbeck@cottman.com

Phone: 267-464-7212



Powered by PressAdvantage.com