



## Force Marketing Unveils Redesigned Company Website

*Force Marketing, the nation's top provider of tech-enabled multi-channel marketing strategies to the automotive industry, launched its brand-new website today at ForceMKTG.com.*

ATLANTA, GEORGIA ([PRWEB](#)) January 18, 2016 -- Leading automotive marketing company Force Marketing announced today the release of a new and enhanced version of its website, which can be found at ForceMKTG.com.

The new website features a clean, sleek and modern design, and highlights the company's technology-driven, multi-channel approach to automotive marketing. It's fully responsive, and also features new UX strategies developed to drive lead generation, as well as parallax scrolling website design for a look and feel that's both engaging and functional.

"We're excited to unveil our new website, which will allow dealers to get a closer look at how we utilize advanced data and innovative technology to develop an ROI-driven strategy for our clients," said John Fitzpatrick, CEO and President of Force Marketing. "The design is simple and streamlined so that our clients can gain valuable insight into what we do, and then easily contact us to begin the process of partnering together."

The new website is designed to make it simple for site visitors to get in touch with the Force Marketing team, featuring forms that utilize the latest technology to streamline lead generation with dynamic fields that remember a user from visit to visit.

"Our mission is to evolve the dealer-to-customer shopping experience through an integrated approach of multi-channel marketing," Fitzpatrick continued, "and in order to do that effectively, it's important that we ourselves continue to evolve our communication channels with dealers as well. This redesign is one part of that process."

The website is not the only element of the Force Marketing brand that's being revamped this month. The company's online video channel has recently undergone a rebranding and redesign along with a name change, from ForceFeedTV to Fuel. The revamped channel is [currently live](#), and offers an array of videos that can help dealers power their marketing.

"We place a high value on our status as thought leaders within the automotive industry," said Fitzpatrick. "Our Fuel online video channel allows us to showcase our talents, ideas and innovations in an effective and engaging way."

The new site design is live at [www.forcemktg.com](http://www.forcemktg.com), and will be updated regularly with industry news, corporate milestones, events and more.

### ABOUT FORCE MARKETING

Force Marketing is an innovative automotive multi-channel marketing company headquartered in Atlanta, Ga. The agency offers technology-enabled marketing services to an expansive client base throughout the U.S. and Canada. The company made Inc. magazine's Inc. 5000 list of the fastest-growing private companies in the U.S.



in 2015 for the seventh consecutive year. More information about Force Marketing's auto dealership marketing services can be found online at [www.ForceMKTG.com](http://www.ForceMKTG.com).



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).