



Force Marketing Launches Fuel, Its Rebranded and Revamped Online Video Channel

Fuel, the video channel from leading automotive marketing company Force Marketing, will feature marketing tips for dealers, tech-enabled strategies, consumer insights and more.

ATLANTA, GEORGIA ([PRWEB](#)) February 01, 2016 -- Force Marketing announced today the launch of its rebranded and redesigned online video channel, now called Fuel. The channel features weekly videos that highlight tips and trends within the automotive industry, innovative strategies for dealers, data-driven consumer insights and more.

Formerly, the multi-channel automotive marketing company's video channel was called ForceFeedTV. The rebranding of the channel as Fuel is a part of the company's continued evolution and growth within the automotive space.

"We're very happy with what we've been able to do with our video channel since its inception in 2013," said John Fitzpatrick, Force Marketing's CEO and President. "The time came to take the channel to the next level, and that's what we plan to do with this rebranding."

The channel's offerings will include weekly 30-Second Marketing Tips and other short, informative videos like the ones that were regularly featured on ForceFeedTV. Fuel will also be the automotive industry's source for technology-enabled marketing strategies, consumer behavior information, data-driven insights and more.

"Online video is such a powerful tool for communication, and we're proud of what we've accomplished so far with our channel," said Heather Fitzpatrick, CMO of Force Marketing. "Now that we've rebranded as Fuel, we'll be delivering even better, more useful content that will help dealers and other automotive professionals stay current on automotive industry topics."

Currently, the channel plays host to more than 150 videos totaling more than 51,000 views, and has 195 subscribers on YouTube. Those metrics will continue to grow under the new Fuel branding.

Force Marketing also recently launched a new and enhanced version of its website at [ForceMKTG.com](#). The revamping of the company's video channel works hand-in-hand with the relaunched website to keep the brand fresh and progressive within the industry.

Visit Force Marketing's new website at [ForceMKTG.com](#), or subscribe to the [all-new Fuel online video channel on YouTube](#).

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](#).



Contact Information

Amy Farley

Force Marketing

<http://www.forcemktg.com>

+1 678-208-0667

Online Web 2.0 Version

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