

PCG Digital To Be Represented On Panel At Agent 2021 Conference

VP of Marketing, Denise Casagrande, will join a panel of experts to discuss how to improve your dealership branding.

EATONTOWN, N.J. ([PRWEB](#)) January 04, 2019 -- PCG Digital is proud to announce that on January 17th, its very own Denise Casagrande, VP of Marketing, has been selected to sit on a panel at Gary Vaynerchuk's second annual Agent2021, the leading one-day conference in the digital marketing space for those in the auto industry looking to grow their brand in the rapidly-evolving digital landscape. The conference will be held at the world-renowned Hard Rock Stadium in Miami.

Along with experts from Facebook, Twitter, and Gary Vaynerchuk's own company, VaynerMedia, Casagrande will be educating those who attend on the importance of building a trusted local brand through the use of social and digital media. Having spent her entire career helping dealers build their brands and authoring the ultimate how-to guide on social media marketing, "Can You See Me Now?", she is the perfect addition to an already star-studded panel.

In an age where consumers have all the information they need at their fingertips, studies show that well over half of customers choose to buy from a dealership using reputation as the deciding factor. Key tactics will be introduced to shed light on the reasons besides price that potential customers want to buy from your dealership, and how to use them to your advantage.

"I'm incredibly honored to be invited to speak at Agent2021," said Casagrande. "Learning from and being amongst great marketers such as the ones I'll be sharing the panel with helps me lead the marketing team at PCG Digital. You won't be able to find the insights that we will be providing anywhere else, and it should be a great time for everyone involved."

If you would like more information about this topic, please call Ryan Cassirer at (888) 798-1195, or email ryan.cassirer@pcgcompanies.com.

About PCG Digital

PCG Digital is an award-winning digital marketing agency located in Monmouth County, NJ. PCG's roots began in digital marketing for the automotive industry, and have since expanded into non-automotive verticals from travel agencies to restaurants and everything in between. PCG's mission to connect their clients with qualified shoppers through innovative digital marketing strategies has made them an industry trendsetter since their conception in 2005.

PCG has been recognized nationally for a multitude of disciplines within digital marketing, including being named the 192nd Fastest Growing Private Company of 2011 by Inc 500, one of the Top 50 Fastest Growing Companies by NJBiz in 2012, and one of the top 100 SEO companies in the United States by TopSEOs.com in 2013. For more information, please visit www.pcgdigital.com or follow them on social media at www.twitter.com/pcgdigital, www.facebook.com/PCGCompanies, and @pcgdigital on Instagram.



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