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**Automotive Dealerships are speeding down the digital highway without any brakes**  
*A legacy SEO for Automotive business helps auto dealerships leverage the technology, tools and organic techniques to maximize results while minimizing spend & holding vendors accountable*

(Atlanta, GA) — Servo365, a firm that began as an SEO company specializing in automotive clientele, is now MM Dealer Advocates: Maximize Results|Minimize Spend.

The change comes as a result of responding to the evolving needs of dealerships as use & availability of a plethora of *digital tools* has exploded. MM Dealer Advocates recognized the burden for dealerships to understand and optimize all of the digital tools at their disposal while also *optimizing organic traffic*. With the overabundance of information presented to busy automotive professionals as well as a significant amount of redundancy in technology, the need for a dealer Advocate to hold vendors accountable was the natural evolution for Servo365.

MM Dealer Advocates founder and Chief Optimization Officer Marcy Medinger said, “Optimization is about putting the puzzle pieces together to create a big picture that makes sense. Just like in marketing: if 50% works and 50% doesn’t, how do you know which 50% is working? Digital tools are the same - what works, what doesn’t, what is evolving and what is stagnant. Through a thorough audit of a dealerships digital tools, marketing and organic efforts, we find what’s working, what’s redundant & *we do the work* to help you optimize usage of tools, organic efforts & more to deliver more of what matters, eliminate what’s not needed, and **save** dealerships **TIME AND MONEY** while *holding vendors accountable!*”

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**Digital Capabilities Optimization | Maximize Results|Minimize Spend**  
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