

ADVANCED MARKETING

FILLING YOUR SHOP WITH THE RIGHT CUSTOMERS



What matters to your best customers has to matter to you. Understand how to find and attract the best customers. Strategies shops are currently using to improve their car count and customer base. Create a dynamic and successful marketing plan.

2 DAY CLASS

- Defining your Brand
- Determining Who your Ideal Customer is and What They Want
- Creating Value for New Customers
- Using Bribes (not discounts) to attract the Best
- Rules for Marketing - What Makes an Ad Successful
- The 6 Marketing Sources that are Essential to a Good Plan
- How a Marketing Plan and Budgeting will Increase Results and Reduce Expense
- 30+ Ideas that Get the Job Done

DATE:

Saturday, Nov. 23rd, 2019
Sunday, Nov. 24th, 2019

LOCATION:

Wyndham Garden Hotels
3401 South IH-35
Austin, TX 78741
(512) 448- 2444

TIME:

8 am - 5 pm

CLASS ID:

BD3423

COST:

\$550 per student
(meals included)

INSTRUCTOR:

Cecil Bullard



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AUTOMOTIVE
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