

# St. Louis Chapter



## Measuring Your Marketing

Presented in person by  
Ron Haugen, Westside Auto Pros



**Tuesday, October 9, 2018**

***Dinner: 5:30 pm***

***Training: 6:00 pm – 9:00 pm***

***WHO IS THIS TRAINING FOR:***  
***Shop Owners and Managers***

You have marketing ideas and are probably already doing marketing, but are you getting the results you should? How do you measure it? How much should you be spending?

In this seminar we will visit the three types of marketing, how to establish and fund a budget, and look at realistic results for some popular types of marketing as tracked at real world shops.

Quit wondering if what you are doing is working and attend this presentation.

### Registration Form

**Company:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Attendees:** \_\_\_\_\_

**Credit Card :** \_\_\_\_\_

**Name on the Card:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **CVC Code:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

Fax to 816.817.2260  
Or call MWACA at 816.413.9800

### LOCATION:

**Factory Motor Parts**  
11109 Lindbergh Business Court  
St. Louis, MO 63123

\$35 for MWACA Members  
\$50 for non-members

Includes dinner & training