



Kansas City Chapter

Marketing: Back to the Basics

presented in-person
by Ron Haugen



Thursday, Sept. 10, 2020



6:00-9:00pm



Manny's Restaurant
207 Southwest Blvd
Kansas City, MO 64108

Members: \$59
Non-Members: \$99
includes dinner and training

Many of us, my self-included, grew up in this industry or went to school to become technicians. Few if any have education in marketing. Often times when business gets slow we throw money at something we put together last minute and never really know if it worked. What is marketing? Direct mail? Television? Website? A hook on the back or the restroom door? It is all the above and much more. This workshop is designed to educate you on what marketing and branding is. We will learn about the 7/2 branding rule. Discuss retention, acquisition, and branding. You will learn what a good return is as well as how to track results. We will also explore many ideas, proven and used in the presenter's own shop, that are low cost and can be done internally. These are proven ideas that fit most budgets.

Don't let your competitors get a leg up on you, attend this seminar WITH them.



Register at mwaca.org/events

Questions? 816.413.9800

UPCOMING EVENTS:

October 29th:
Customer Connection
with Rick White

November 17th:
Diagnostic Detective
with Jim Wilson