

REAL WORLD TRAINING BUSINESS MANAGEMENT SERIES



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BUSINESS MANAGEMENT Presented By **DRIVE**

Power Your Shop • Fuel Your Freedom

INCREASE YOUR KNOWLEDGE • LEARN NEW TECHNIQUES • SHARPEN YOUR SKILLS • EXPAND YOUR PROFITS

O'Reilly/DRIVE Winning Marketing Strategies

Many shop owners have spent \$1,000s of dollars on marketing their shops without seeing results. The wrong solution is to stop marketing. They right solution is to learn how to effectively market the shop.

The objective of this workshop is attendees will better understand the subject of marketing and the importance of marketing. Attendees will learn what works, what does not work and why. This is the key to increasing car count and profit!

The topics covered in this workshop are:

- What is Marketing?
- The Owner's Responsibility
- Marketing Budget
- Marketing Calendar
- The 4 P's of Marketing
- The Customer Journey
- Branding
- The Importance of a CRM
- Print Media
- Direct Mail
- Online Marketing
- Keys to a Great Website
- Social Media

CLASS INFORMATION:

INSTRUCTOR:

Jim Saeli

WEBINAR ADDRESS:

<https://tinyurl.com/2jh9nrre>



LINE CODE

TEC

PART NUMBER

SEATTLEMKT1

DATE: Tuesday, August 24

TIME: 6 PM - 10 PM

CONTACT INFORMATION: Your Local Territory Sales Manager

COST PER TECH

\$189.99

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