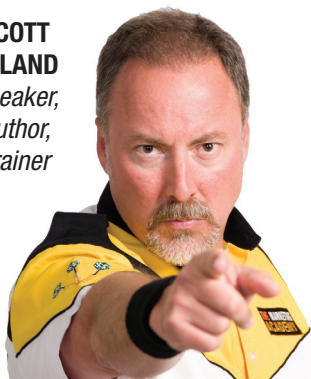


**SCOTT
TOLAND**
Speaker,
Author,
Trainer



This is not Marketing 101. The Automotive Marketing Academy is unique because we focus instruction on **your** dealership, **your** budget, **your** advertising, **your** market position, **your** customers, **your** competition, **your** media and **your** opportunities.

Now Enrolling: COMING SOON!

Call Today: 800.509.4223

SPACE IS LIMITED!

Who Should Attend:

Dealers, General Managers, General Sales Managers, Marketing Managers, Agencies

**THE AUTOMOTIVE
MARKETING
ACADEMY**

- Attainable Goals
- Controlling Budgets
- Measuring ROI
- Common Mistakes to Avoid
- Market Research
- Customer Surveys
- Demographics
- Psychographics
- Diversity Marketing
- Creative Direction
- Copy Writing
- Position Your Message
- Ad Production
- Media Buying
- Newspapers
- Direct Mail
- Radio
- Cable Television
- Broadcast Television
- Outdoor
- Internet Strategies
- Email Campaigns
- Low-to-No Cost Marketing
- Non-Traditional Media
- Media Evaluation
- Reach and Frequency
- Broadcast Ratings
- Advertising Rates
- Cost Per: GRP, TRP, (000)
- Affidavits of Performance
- Used Vehicles
- Annual Events
- Off-Site Sales
- Visual Merchandising
- Third-Party Buying Services
- Public Relations
- Grassroot Efforts
- Viral Marketing
- Applying the Knowledge

Develop a full-scale marketing strategy by learning how to:

- Identify your dealership's actual immediate and long-term growth potential.
- Define your real primary, secondary and tertiary selling markets (not your manufacturer's PMA) so you can increase conquest sales.
- Capitalize on untapped external and internal marketing opportunities.
- Implement an in-house customer survey system that tells you what you need to know.
- Target the right audience with the right message using the right media.
- Monitor the results of your advertising to accurately measure your ROI.

Build the right media plan for your market by learning how to:

- Reduce advertising costs without hurting showroom traffic.
- Understand the true effectiveness of your advertising across all media types.
- Simplify media reports so you can compare "apples-to-apples" and know which media makes sense for your dealership.
- Use "media math" so you can decide when to cut back and when to invest more.
- Follow "tried and true" rules to produce great ads and commercials.
- Develop an Internet strategy that generates better results.
- Determine which non-traditional media is most important to your dealership.
- Create advertising that separates you from your competition.

**2-DAY
FAST TRACK
\$1,495
per attendee**

Gain an advantage over your competition by learning how to:

- Anticipate car buying patterns and changing market trends.
- Utilize a proven tool that will increase used car sales and gross profits.
- Avoid the biggest advertising mistakes dealers make.
- Expand on unique internal opportunities to grow your business.
- Take advantage of low-to-no cost marketing ideas that work every time.

**3-DAY
ADVANCED
TRAINING
December 8, 9 & 10
\$1,895
per attendee**

Attend the 2-Day Fast Track, plus learn how to:

- Create viral marketing campaigns that will have everyone talking, texting and emailing their friends, neighbors, relatives and co-workers about your dealership.
- Use grassroots marketing to form valuable connections between your dealership and your community.
- Develop an advanced creative strategy with a long-term, foundational message unique to your dealership.
- Build advanced media buying strategies that will give you more "bang for your buck."
- Develop a 90-day action plan that outlines your goals.

800.509.4223 • info@themarketingacademy.com • themarketingacademy.com