



## Marketing, Branding & Lead Generation Workshop

### 2 DAY WORKSHOP

#### COURSE DESCRIPTION:

Help dealers understand the need for a marketing plan, marketing calendar, lead forecast and sales forecast and how to create quality leads. This class will also focus on developing better ads, use of financing, yellow pages and advertising as a whole.



#### Registration & Costs

Companies enrolled  
and active in the  
Daikin Elite  
Training Program

**\$0\***

\*Per registrant

Companies not  
enrolled in the  
Daikin Elite  
Training Program

**\$350\***

\*Per registrant

**Register:** <https://daikinelite.com/marketingoct6>

**Questions?** Contact [Jeremy Chandler](#)  
916-759-0515 | [jchandler@egia.org](mailto:jchandler@egia.org)



#### Presenter



#### **Drew Cameron**

President, ProfitSpark & Energy  
Design System, Inc.



#### Schedule

#### **Seattle, Washington**

**Tuesday & Wednesday, October 6-7, 2020**

8:00 AM (TUE) -to- 5:00 PM (WED) PDT

**DoubleTree Suites by Hilton Hotel**

**Seattle Airport/Southcenter**

16500 Southcenter Pkwy, Seattle, WA 98188



### **Topics Covered:**

- Overview of Marketing Model in today's Environment
- Marketing Evaluation
- Marketing Planning Outline – Brand, Theme, Attributes, Customer Experience
- Setting Marketing Goals for the year, BHAG 10 Year Goal
- Service Agreements – Acquisition
- Digital Marketing – Website Design, SEO, PPC, Social Media, Remarketing, Rep. Mgt., Reviews
- Lead tracking and Understanding Metrics in Marketing
- Marketing calendar Layout of Media
- Advertising & Media, Internal Marketing, and Operational Marketing
- Marketing programs and Promotional Ideas
- Allocation of Funding into Media – Choices, Use of Co-op

### **What to Bring (Participants):**

- Samples of current marketing materials
- Media Plan and Ads company has used or plans to use
- Marketing budget and promotions used if any

### **Who Should Attend?**

- Owners of Trades Businesses
- Any Marketing Manager or Marketing Related Position
- Please NOTE: Agencies are Not Welcome in this workshop – Conflict of Interest