

How to Sell Cars Using Social Media

Who Should Attend:

Sales Consultants, Digital Sales Consultants, BDC Specialists, Digital Sales Managers, Sales Managers & Marketing/I.T. Managers

Program Duration:

1 Day

Program Fee:

\$385 + HST

Registration:

1.888.993.6468 or
info@wyemanagement.com

Facebook remains the most popular social media platform in Canada; 83% of online Canadian adults report having a Facebook account. Facebook also has the highest percentage of daily users (77%).

The importance of a NEW AGE Sales Consultant having a firm grasp and understanding of social media OPPORTUNITIES cannot be understated. In fact, many dealerships today will not hire Sales Consultants unless they have a social media presence.

This seminar/workshop provides participants with the knowledge, tools and confidence to BEGIN or ENHANCE/IMPROVE their social media presence and platforms. Participants are taught how to create their personal BRAND, how to create and curate content as well as how to extend and increase their reach to new potential customers and net-works.

Seminar/Workshop Content:

- Why use Social Media?
- Getting Started with Facebook
- Setting up a Personal and Business Page
- Social Media Do's & Don'ts
- Objectives
- Social Media Options (Platforms)
- General Tips
- Creating a Personal Brand
- Understanding and Tracking Metrics
- Contests
- Best Practices for Posting
- Topics for Posts or Videos
- Developing Content
- Curating Content
- Sample Posts and Videos
- Building your Network
- Boosting Posts
- Advertising Options
- Leveraging Business Intelligence to more Surgically Target your Potential Markets
- 'Call to Action' Features to Generate Leads
- Examining Other Social Media Platforms
- Mobile Tools

