



SOCIAL MEDIA AUTOMOTIVE ONLINE MARKETING SCHOOL

Become A Social Media Master Marketer! Learn Funnels And Custom Conversions To Sell More Cars!

<https://retailresilient.com/social-media-automotive-online-marketing-school/>

- 6 month course includes 24 hours plus of customized one-on-one instruction via Zoom
- 2 hour sessions every 2 weeks with projects to complete between sessions
- \$2495 USD (\$3295 CAD) per month

COURSE OUTLINE

MONTH 1

Understand the Potential Of Facebook Lead Generation Ads As You Learn To Build

You will learn to:

- set up Business Manager and Ads Manager
- navigate with ease in the backend of Facebook
- understand the Special Ads Category
- build a lead generation ad from start to finish using:
 - effective content - ad copy, headlines and images
 - budgets
 - audience
 - placement
 - lead form
- split test your ad to get the best cost per lead
- build integrations and bridges in Leadsbridge to bring Facebook leads into your CRM

You will be assessed on your knowledge and skills in building a lead generation ad with Leadsbridge integration and bridge

MONTH 2

Support Your Facebook Lead Generation With Traffic And Video View Ads

You will learn to:

- build a traffic ad
- build a video view ad
- set up the Facebook pixel and have it installed on your store's website
- allocate Facebook budget for optimal results
- monitor your ads for performance and cost per lead
- find what your Competitors are advertising
- use a brand-new feature in Facebook - Leads Center
- use the most effective text for new vehicles

You will be assessed on your knowledge and skills in building a traffic and video view ad

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ATTENTION TUNDRA TRUCK BUYERS!
Lease the 2020 Tundra SR5 Crew
Max 4x4! [...See More](#)

Lease a Tundra for
\$309/mo! 0 Cash Down! → [LEARN MORE](#)

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ABC is the AMAZON of Car Buying!
AMAZING DEALS going on RIGHT NOW!
0% for \$84/mo & 0 pmts for 4 mos!

65.5K Views [GET QUOTE](#)

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RETAIL RESILIENT

The #1 Transparent & Clear-cut Digital
Marketing & Sales Training Solution
for Auto Dealers using Social Media

MONTH 3

A Deep Dive Into Audiences Using Different Sources From Your Own Market And Customer Lists

You will learn to:

- build a Messenger ad with a simple chat bot
- build engagement ads using different objectives
- create reports in Fb to determine ROI
- build custom lookalike audiences and Special Ads audiences using different sources:
 - website
 - Facebook
 - customer list
- split test audiences to gain the lowest cost per lead

You will be assessed on your knowledge and skills in building a Messenger ad with a simple chatbot

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***PA STATE INSPECTIONS SPECIAL!!!!** 🚗
We have the BEST PRICE for state inspections!!!
Be road ready!! ...See More

EXPIRED! **#1 in SERVICE!**

MESSENGER
PA State Inspection
Special for ONLY \$39.95... [SEND MESSAGE](#)

MONTH 4

Text Templates That WORK And Spicing Up Your Images

You will learn to:

- use Facebook's Video Creation Kit - slideshow and video creation
- use Creator Studio for analytics and posting to Instagram from Facebook
- use Canva to create images with text and artwork
- download/create video and use for Facebook posts and video view ads
- use the templates that are proven winners for:
 - used car ads
 - new car ads
 - trade-in ads
 - get pre-approved ads
 - page like ads

You will be assessed on your knowledge and skills in building a lead generation ad customized to your store using the provided templates

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🌟 GET PRE-APPROVED for your next vehicle
FROM HOME!!! Let us do all the work & DELIVER
your safe & sanitized vehicle right to ...See More

Get Pre-Approved From Home
NOW!! Click Apply Now ----> [APPLY NOW](#)



RETAIL RESILIENT

The #1 Transparent & Clear-cut Digital Marketing & Sales Training Solution for Auto Dealers using Social Media


MONTH 5

Content That Creates Quicker Sales

You will learn to:

- build a conversion ad using your pixel
- build effective ads in Instagram
- build a lead generation ad with a downloadable free resource
- build ads using Dynamic Creation
- create a Facebook post, Offer, Event and Job Posting
- use existing Facebook posts to run cost effective, super performing ads instead of boosting

You will be assessed on your knowledge and skills in building a conversion ad pointing to a form on your website



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We Are The AMAZON Of Car Buying!
Complete 90% of your vehicle purchase with us online and on the phone! ...See More

Car Buying Has Never Been So EASY! Click APPLY NOW! ----> [APPLY NOW](#)

MONTH 6


Discover The Exciting World Of Dynamic Ads!!

You will learn to:

- manage catalogs of your live inventory in Facebook
- build dynamic ads using your inventory (lead generation and traffic)
- troubleshoot issues in Facebook and find the appropriate support
- receive a list of free resources to help you manage and build ads

*Must be prepared to ask web or inventory provider for API Feed

You will be assessed on your knowledge and skills in creating a custom catalog from your live inventory and then building a dynamic ad with it



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It's been a great month. Traffic has picked up! New trades arriving daily. Prices Slashed! Hot days means HOT DEALS!

PAPIK.COM
2014 Dodge Avenger Base
76,908 Miles - \$7,990 [SHOP NOW](#)

At the end of the 6 month course, you will be awarded with a certificate of completion for the Social Media Automotive Online Marketing Program!