



ORGANIC SOCIAL MEDIA COURSES & MASTERMINDS

COURSE OUTLINE

GREAT NEWS! NOW AVAILABLE!

- Vehicles can be swapped out for any product or service you offer
- Facebook can be swapped out for any social media platform such as TikTok, Instagram, LinkedIn, etc.

Marketing for Car Sales: Introduction, Assessment, Purpose, Branding and Business Pages

- Lesson 1 Introduction Of Teacher
- Lesson 2 Introduction Of Students
- Lesson 3 Assessment Of Students
- Lesson 4 Why We Sell Cars On Social
- Lesson 4B Overcoming Fear
- Lesson 5 Creating A Proper Business Page (Even If You Already Have One)
- Lesson 6 Build Your Personal Brand
- Homework

Marketing Fundamentals: Profiles, Audience, Offers, Content and Live Examples

- Lesson 7 The Difference Between A Personal Profile And Business Page
- Lesson 8 Identifying Your Car Buying Audience
- Lesson 9 What Is An Offer
- Lesson 10 Content Is King - Sales Posts
- Lesson 11 Live Examples!
- Homework

Content Strategy: Creative Examples, Effective Posts, The 5 Pillars of Posting

- Lesson 12 Superstar Content and Creative Examples
- Lesson 13 Sales Posts - New Car, Used Car And Trade In Offers
- Lesson 14 Customer Posts
- Lesson 15 Relationship Posts
- Lesson 16 Dealership Promotion Posts
- Lesson 17 Fun Posts
- Lesson 17B Holiday Posts
- Homework

Marketing Essentials: Boosting Posts, Insights, Scheduling and Timing

- Lesson 18 Introduction To Boosting Posts! Intro To Getting Leads!
- Lesson 19 Facebook And Instagram Insights, Key Performance Indicators
- Lesson 20 Calendar Solutions For Social Media
- Lesson 21 Best Days Of The Week And Times To Post
- Homework

Analytics, Follower Growth, Inbox Management, Appointments and Lead Generation

- Lesson 22 Review Analytics From Boosted Post
- Lesson 23 Learn How To Gain Followers Using A Secret FB Strategy That Not Many People Know
- Lesson 24 Managing Your Social Media Inbox And Messages From Boosted Posts
- Lesson 25 Setting Calendar Appointments For Customers That Are Ready To Test Drive Vehicles
- Lesson 26 Best Practice Word Tracks For Answering Comments And Getting Appointments
- Lesson 27 Boosting A Used Car Offer For Lead Generation
- Homework

Planning, Consistency, and Reflection for Success

- Lesson 28 Wrap Up Prior 3 Months Of Lessons
- Lesson 29 Go Over All Items That Have Not Been Completed
- Lesson 30 Introduction Of The Next 3 Months
- Lesson 31 Consistency And Planning For Success
- Lesson 32 What's Your 'Why' For Social Selling?
- Lesson 33 Review The Next 3 Months And Any Holidays/Events To Be Prepared For Homework

Strategies for Vehicle Selection, Photo Preparation, and Posting

- Lesson 34 What Is Facebook Marketplace & How Can It Help You
- Lesson 35 Selecting Bread And Butter Stock Numbers To List For Sale
- Lesson 36 Saving Photos To Files On Computer
- Lesson 37 Preparing Your Description Of The Vehicle
- Lesson 38 Posting A Car For Sale On Facebook Marketplace Homework

Personal Profile Posts, Customer Delivery Photos and Videos, Reviews, and Call to Action Strategies

- Lesson 39 Posting Vehicles For Sales On Your Personal Profile
- Lesson 40 Customer Delivery Photos On Your Personal Profile
- Lesson 41 Filming Videos Of Customers Taking Delivery
- Lesson 42 Collecting And Sharing Social Reviews
- Lesson 43 Posting With And Without Call To Action Buttons Homework

Effective Follow-Up Strategies and Communication Templates for Sales: Phone, Email, Text, Messenger

- Lesson 44 Mastering Effective Follow Up Schedules
- Lesson 45 Phone Call Templates
- Lesson 46 E-mail Templates
- Lesson 47 Text Templates
- Lesson 48 Messenger Templates
- Lesson 49 Feel, Felt, Found - Get Ready To Overcome Objections Homework

Overcoming Common Sales Objections: Effective Strategies for Follow-Up and Sales Techniques

- Lesson 50 Overcoming Objections
- Lesson 51 "I'm Not In The Market To Buy Right Now" Objection
- Lesson 52 "I Just Clicked On Your FB & IG Ad & I Am Not Sure I Need A Car Right Now" Objection
- Lesson 53 "I Didn't Click On Your Ad" Objection
- Lesson 54 "I Don't Have Time This Week To Book A Test Drive" Statement
- Lesson 55 The Average Time For Follow Up Before A Sale Homework

Facebook Ads Manager Setup and Business Manager Basics

- Lesson 56 Introduction To Business Manager
- Lesson 57 Introduction To Ads Manager
- Lesson 58 Creating A Business Manager Account And Adding People
- Lesson 59 Creating An Ad Account & Assigning People
- Lesson 60 Adding Your Page In Business Manager
- Lesson 61 Attaching A Form Of Payment For Facebook And Instagram
- Lesson 62 Get A Tour Of The Settings Homework

Introduction to Building Campaigns in Ads Manager

- Lesson 63 The 6 Facebook Ad Objectives
- Lesson 64 Top Performing Auto Dealers Ads
- Lesson 65 Telling Facebook And Instagram You Want Conversions/Sales
- Lesson 66 Items Needed For Preparation Before Building An Ad