PAID
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.

Get Ready To Social Sell! Setting Up and Using Business Manager and Ads Manager for Marketing

Welcome Video
Introduction of our Instructors and why we work for RR and how we want to help you!
Lesson 1   Introduction to Business Manager
Lesson 2   Introduction to Ads Manager
Lesson 3   Setting up Business Manager & Ads Manager
Lesson 4   Adding your Page in Business Manager
Lesson 5   Attaching a Form of Payment for Facebook and Instagram
Lesson 6   Get a Tour of the Settings!
Lesson 7   SVG Motors Case Study
Lesson 8   Setup Leadsbridge username/password
Lesson 8a   Handling a new Facebook lead word track
Homework Tour around Business Manager and Upload Images Into the Library.
                  Provide Instructor with a New or Used Car Offer that we will create for you behind
                  the scenes. Test the leads and answer leads using your New Word Track.

Facebook Advertising Fundamentals

Lesson 9   11 Different Types of Sponsored Ads
Lesson 10   The Difference between Awareness Ads, Consideration Ads, & Conversion Ads
Lesson 11   Top Performing Auto Dealers Ads!
Lesson 12   Telling Facebook and Instagram You want Conversions/Sales!
Lesson 13   Items needed for Preparation BEFORE building an Ad
Homework Choose your first objective and create your offer.
                  Choose 1 of the 4 options (New Vehicle offer/Used Vehicle Offer/What's My Trade
                  Worth Offer or Get Pre-Approved Offer)

Mastering Lead Generation Campaigns on Facebook

Lesson 14   Build your Lead Generation Campaign to sell cars!
Lesson 15   Choosing your Objective and naming your Campaign
Lesson 16   Drilling down to the Ad set and Selecting the Appropriate Vehicle Audience
Lesson 17   Special Ads category for Auto Dealers
Lesson 18   Understanding and selecting daily budget
Lesson 19   Understanding & selecting Ad placement for Facebook, Instagram &Messenger
Lesson 20   Drilling down to the Ad level
Lesson 21   Naming your Ad level
Lesson 22   Loading in TEXT, IMAGES, AND HEADLINES for Specific Stock #'s Selected
Lesson 23   Creating a Form to collect Quality LEADS!
Lesson 24   Saving and publishing a Campaign

Lesson 25   Split testing vehicle photos and vehicle videos for Optimal performance!
Lesson 26   Connect FB to your CRM! Building a Bridg
Homework Answer the leads coming in!! Call them in LIVE time! Choose another OFFER
                  and prepare the creative, photos and text for the next class!

Analyzing and Improving Your Lead Generation Campaign Performance

Lesson 27	Understanding the Analytics of your lead generation campaign
Lesson 28	Monitoring performance (impressions, reach, freq, cost per lead, cost per sale)
Lesson 29	Reviewing leads and responses (be prepared to have Leadsbridge and CRM open)
Lesson 30	Items that could go wrong within the lead generation process
Lesson 31	Building your second lead generation ad and bridge! (Choose between New/Used/Get Pre-approved or What is My Trade Worth)
Homework	Answer the leads, book appointments and sell some cars!!!

Mastering Facebook Ads Audiences and the Facebook Pixel

Lesson 32	Audiences - The 3 Tiers for Car Dealers!
Lesson 33	Intro to Custom Audience building for New and Used Vehicles
Lesson 34	Introduction to Lookalike Audiences
Lesson 35	Special Ads Category Audiences
Lesson 36	Intro to Detail Targeting Audiences (Conquest Customers)
Lesson 37	Intro into uploading Dealership Customer Database into Business Manager
Lesson 38	Image Library
Lesson 39	Creating Folders for Image Library
Lesson 40	Introduction to the Facebook Pixel
Lesson 41	Introduction to the Facebook Pixel Event Codes
Homework	Ensure pixel code is set up properly and ask website provider to set up your event codes, build lookalike audiences

Mastering Messenger Marketing

Lesson 42	Build your First Messenger Campaign to sell cars!
Lesson 43	Building a Chat Bot to talk to your potential customers
Lesson 44	How to Guide for communicating with buyers in messenger
Lesson 45	Assigning a point person at your Dealership to handle messenger
Lesson 46	Teaching the point person to handle messages, statements and objections and book appointments!
Homework	Answer the leads coming in!! Call them in LIVE time! Choose another OFFER and prepare the creative, photos and text!

Messenger Campaign Review, Answering Comments, Split Testing Audiences, Video Ads

Lesson 47	Review Messenger Campaign and Analytics from the Previous Month - Items to look for in the Messenger Chat Tool
Lesson 48	Best Practice Messenger Lead Handling Word Tracks
Lesson 49	Answering Comments Beneath the Chat - Especially Negative Comments
Lesson 50	Build Your 3rd Lead Generation Campaign (Choose between New/Used/ Get Pre-approved or What is My Trade Worth)
Lesson 51	Split Testing Multiple Audiences/ Conquest Audience and Website Lookalike
Lesson 52	Creating Video Ads - Introduction and Script Writing
Homework	Prepare Ideas for Building Traffic and Video View Ads. Write out scripts for the Videos and film them before the next class

Video Editing, Split Testing Images and Facebook Lead Center

Lesson 53	Video Editing the Gary Vee Way! Purchasing a Video Editing Tool
Lesson 54	Using Video to Build a Video View Ad
Lesson 55	Build a Traffic Ad with Dealership Incentives in that Particular Month
Lesson 56	Split Testing Video and Images Simultaneously to Find Optimal Performance of Ads
Lesson 57	Looking at Your Competitors Ads and Making Yours BETTER!
Lesson 58	Facebooks Own Lead Center Tool
Homework	Create More Videos, Video Scripts, and Film Between Classes

Mastering Sales Follow-Up: Strategies and Templates for Effective Lead Management

Lesson 59   Review Previous Months Metrics and Analytics!
Lesson 60   Open Up Leadsbridge and your CRM - FIND A DEAL MEETING!
Lesson 60b ROI Reporting IN Your CRM! VIN SOLUTIONS EXAMPLE!
Lesson 61   Mastering Effective Follow Up Schedules
Lesson 62   Phone Call Templates
Lesson 63   E-mail Templates
Lesson 64   Text Templates
Lesson 65   Messenger Templates
Lesson 66   Example Scenarios
Homework   Start using the templates and send examples to your Teacher!

Sales Follow-up Strategies and Overcoming Objections

Lesson 67   Review Previous Months Metrics and Analytics!
Lesson 68   Open Up Leadsbridge and your CRM - FIND A DEAL MEETING!
Lesson 68b ROI Reporting IN Your CRM! VIN SOLUTIONS EXAMPLE!
Lesson 69   Overcoming Objections
Lesson 70   "I'm not in the Market to buy right now" Objection!
Lesson 71   "I just clicked on your FB and Instagram Ad and I am not sure
            I need a car right now" Objection
Lesson 72   "I didn't click on your ad" Objection!
Lesson 73   "I don't have time this week to book a test drive" Statement!
Lesson 74   The AVERAGE time for follow up before a sale!
Homework   Look in the mirror and say the objections out loud/ practice with your teacher!

Advanced Strategies for Facebook Sales and Marketing

Lesson 75   Review Previous Months Metrics and Analytics!
Lesson 76   Open Up Leadsbridge and your CRM - FIND A DEAL MEETING
Lesson 77   Build Your 4th Lead Generation Campaign! (Choose between New/Used/
            Get Pre-approved or What is My Trade Worth)
Lesson 78   Building an Organic Post and UsingEexisting Post in Ads Manager - Pros and Cons
Lesson 79   Introduction To Catalogs and AIA Ads
Lesson 80   Introduction to Conversion Ads
Lesson 81   Introduction to TruPayments &Conversion Ads (Facebook & Digital Retailing COMBO!)
Lesson 82   Continuation of Services and Options Available in RR Service Menu
Lesson 83   List of Items that Can Go wrong using Social Selling Software

Advanced Strategies for Social Media Advertising: Case Studies, New Platforms, and Proven Templates

Lesson 84   Upgrade to the Master Class Discussion
Lesson 85   SWITCHAROO to the Monthly Facebook Support Team/Strategy Discussion
Lesson 86   Case Study of SVG Motors
Lesson 87   Introduction to Linked IN Business Manager/Tik Tok Business Manager/
            You Tube Preroll via Google
Lesson 88   Expanding Your Strategy
Lesson 89   Collection of the templates that are proven winners for:
            • used car ads
            • new car ads
            • trade-in ads
            • get pre-approved ads
            • page like ads

Understanding and Implementing the Facebook Pixel

Lesson 90   What is a Pixel Code?
Lesson 91   Why Use a Pixel Code?
Lesson 92   Accessing your Pixel Code
Lesson 93   A Tour of Events Manager With Your Digital Retailing Tool - Overview Tab
Lesson 94   Set Up the Pixel
Lesson 95   How To Know If Your Pixel is Firing Properly
Lesson 96   What is Domain Verification
Lesson 97   How to Verify Your Domain
Lesson 98   Organizing Your Pixels in Aggregated Event Measurement
Lesson 99   Granting Traffic Permission for Your Pixel
Lesson 100 What are Event Codes
Lesson 101 How to Use Event Codes
Lesson 102 How To Add Event Codes Using the Event Set Up Tool
Lesson 103 Set Up Event Codes
Lesson 104 Giving Access to the Pixel
Lesson 105 Attaching the Pixel to other Assets in Business Manager
Homework: Set up Your Pixel and Start Domain Verification

Creating and Troubleshooting a Live Inventory Catalog in Facebook

Lesson 106 Review Pixel and Domain Verification
Lesson 107 Introduction to your catalog and how to access it
Lesson 108 Why you Need a Catalog
Lesson 109 Setting Up Your Catalog
Lesson 110 Step One - Where to look to see if you have a catalog
            - Do you use Homenet?
            - Do you have a catalog in your Business Manager already?
            - Do you have a catalog under the Vehicles Tab on your Facebook Page?
Lesson 111 Steps to Take if you do NOT Have a Catalog Set Up
Lesson 112 How to Connect with Sincro or Naked Lime (Facebook's Catalog Providers)
Lesson 113 What to Expect When Setting Up a Catalog
            - time expectations
            - troubleshooting
Homework - source your inventory link to set up your catalog

Building and Managing Product Catalogs for Facebook Ads and Commerce Manager

Lesson 114 How To Add An Inventory Link To Create A Catalog
Lesson 115 A tour of Commerce Manager (This is where your catalog lives)
Lesson 116 Providing catalog access to your vendors and also your internal employees
Lesson 117 Attaching the pixel to a catalog
Lesson 118 How to build an Inventory set for example cars, trucks, SUV's or even price point!
Lesson 119 Building a Lead Gen Ad using a Catalog
Homework - build a lead gen ad using your catalog

Using Facebook Catalogs for Lead Generation and Sales Ads

Lesson 120 Using your catalog in a Lead Gen Ad vs. a Catalog Sales Ad
Lesson 121 How To Build A Catalog Sales Ad
Lesson 122 Trouble shooting your catalog
Lesson 123 Installing your catalog on your FB page using 'Manage Inventory'
Lesson 124 Learn about the Vehicles Tab on your FB Page
Lesson 125 What is an AIA ad
Lesson 126   Building an AIA Ad using your catalog
Homework: Build An AIA Ad

Building a Facebook Conversion Ad for Your Digital Retailing Tool

Lesson 127   What Is A Digital Retailing Tool?
Lesson 128   Example of TruPayments Digital Retailing Tool
Lesson 129   Connecting Your Facebook Pixel to your Digital Retailing Tool
Lesson 130   Running a Facebook Conversion Ad
- What Is A Conversion Ad
- Why You Need A Conversion Ad for your Digital Retailing Tool
Lesson131   Items Needed for Preparation Before Building Your Conversion Ad
Lesson132   Building a Conversion Ad with your Digital Retailing Tool
Homework: Handling TruPayments Lead Generation

Advanced Strategies for Conversion Optimization

Lesson 133   Understanding Analytics For Conversion Ads
Lesson 134   Your VIN Solution ROI Report
Lesson 135   Missed Opportunities in the Sales Process
Lesson 136   What To Do If You're Not Making Millions Off Your Conversion Ad!

A Step-by-Step Guide to Building A Successful Get Pre-Approved Clickfunel
Part 1: Learning About Funnels, Completing the Set Up and Building the Survery

Lesson 137   What is ClickFunnels?
Lesson 138   Check Out the Get Pre-Approved Funnel!
Lesson 139   Diagram of how the funnel works with all the integrations
Lesson 140   Setting Up Your Username, Password, Payment, Settings, Account Details
Lesson 141   Register a Domain for your Clickfunnel
Lesson 142   Building the First Step of Your Funnel (Survey)
-Choosing a Template
-Customizing the look of your page
-Adding Elements to your page
-Adding Outcomes
Homework   Register for Clickfunnels, register a domain and build the first step - the survey!

A Step-by-Step Guide to Building A Successful Get Pre-Approved Clickfunnel
Part 2: Building the Form and Calendar Page

Lesson 143   Building the Second Step of Your Funnel (Submit Form)
-build the form to capture customer information
-connect your form to the survey
Lesson 144   Build the Third Step of Your Funnel (Book Into Calendar)
-build page for calendar to go on
-link to Submit Form page
Homework   Build the second and third step of the funnel!

A Step-by-Step Guide to Building A Successful Get Pre-Approved Clickfunnel
Part 3: Setting Up Calendly and Connecting it to the Funnel

Lesson 145   Welcome to Calendly
- How To Set Up Your Account
- Connect Calendly to your dealership calendar
- Create a workflow and event with email/text confirmations and reminders
- Copy embed code and enter in Clickfunnels
Homework: Set up Calendly account with workflow & event, embed the code in Clickfunnels.

A Step-by-Step Guide to Building A Successful Get Pre-Approved Clickfunnel
       Part 4: Creating and Connecting the Coupon
          Lesson 146 Build the Fourth Step of Your Funnel (Thank you and Download Coupon)
              - create your coupon in Canva
              - upload your coupon onto website or Google Drive
              - build the page in Clickfunnels with a download button for your coupon
              - add the coupon link to the Calendly email confirmation
              - connect this page to the Calendar page in Clickfunnels
          Homework Create & upload the coupon and build the coupon page. Add the link in Calendly.

A Step-by-Step Guide to Building A Successful Get Pre-Approved Clickfunnel
       Part 5: Linking your CRM to the Funnel
          Lesson 147 How to Connect Your CRM to the funnel using Leadsbridge
              -Create the Bridge to link the Survey and Submit Form with Your CRM
              -Install the Webhook in Clickfunnels
          Homework Fine tune your funnel!
            Go through the funnel from start to finish and be sure everything works seamlessly.
              - Check all links in ClickFunnels to make sure they work
              - Check the email notifications and reminders too customers and the dealership
              - Be sure the information is going into the CRM

A Step-by-Step Guide to Building A Successful Get Pre-Approved Clickfunnel
       Part 6: Installing the Facebook Pixel and Building the Conversion Ad
          Lesson 148 Setting Up Pixel Events For The Conversion Ad
          Lesson 149 Installing the pixel in Clickfunnels and enabling on the page
          Lesson 150 Building the Conversion Ad for the ClickFunnel with Get Pre-approved messaging
          Homework   Build the conversion ad!