

# DuPont Performance Services

Marketing to Consumers

March 27<sup>th</sup>, 2012 | Fairfield, CA



Education



## Marketing to Consumers Course Overview

Come and hear some best practices as to how to get closer to consumers and earn their trust. Learn how to generate loyalty among existing customers and encourage them to make future referrals to help drive your volume. This program includes:

- An overview on how to develop brand awareness
- Information about various marketing techniques you can use to increase consumer awareness, such as:
  - Loyalty marketing for repeat and referral business
  - Scene-of-the-accident marketing
  - Web-based marketing
  - Guerilla marketing
  - Media-based marketing
  - Additional marketing options
- Detailed information on how to build a balanced marketing budget

### Key Needs of Successful Course Attendees:

- Desire to build market awareness of your brand
- Need to grow traffic to the door from consumers

### Seminar length:

- One day – 8:00 AM to 5:00 PM

### Who should attend?

- Repair Center Owners or Managers
- Marketing Representatives
- Estimators
- Customer Service Representatives
- Outside Marketing Personnel
- Jobber Representatives



## Course includes a review of several marketing mediums and includes the following:

1. Evaluation of the medium; for example, website and web tools, sponsorships and community involvement, direct mail, radio, yellow pages, etc.
2. PRO's – How and when to use the medium
3. CON's – Downside or risk of using the medium
4. How to buy / negotiate this medium with providers

## How does this course differ from similar courses in the collision industry?

- Taught using a highly interactive guided learning model to keep attendees engaged in the learning process.
- Numerous hands-on exercises related to the collision industry, which emphasize the principles taught. You can also use the exercises in your repair center during your own implementation.
- Professional student guide and student CD.

## Benefits:

- Increase your brand awareness within your community
- Make more informed decisions on how to invest your limited marketing dollars to target the segments you are after

## Cost:

- \$100

**Location:** Courtyard by Marriott  
1350 Holiday Lane  
Fairfield, CA 94533  
707-422-4111

**Date:** March 27<sup>th</sup>, 2012

**Time:** 8:00 a.m. – 5:00 p.m.  
**(Please arrive by 7:45 a.m.)**

If you are interested in attending this course, please contact:

Phone: 608-299-3377

Email: [programadmin@dpsservices.net](mailto:programadmin@dpsservices.net)

ICAR Points: 1.75

*There are so many marketing options out there... I feel like I know when to use them and how to evaluate them, so I can invest smarter. Thanks!"*

**- Anonymous**

**For more information**  
**1.800.GET DUPONT**  
**pc.dupont.com**



