



# MARKETING TO FILL YOUR BAYS and Keep Customers Coming Back

WITH KIM & BRIAN WALKER

**Saturday • 4/29/23**

**8am - 5pm**

**Class Code: BD3456**

**Cost: \$325**

**Holiday Inn & Suites  
Phoenix Airport**

1515 N 44th ST.  
Phoenix, AZ 85008

*A full day away from the shop to focus on something you've likely been putting off — your marketing! Former shop owners, now marketers, Brian and Kim Walker will show you the most effective marketing strategies for today's shops.*

- Defining YOUR target audience (It's not everyone with a car)
- How to get customers to know, like, and trust you
- Optimizing your SEO to rank higher on Google
- Pro Tips — Social Media Marketing and Digital Advertising
- Marketing to attract technicians + MORE!