



December 2, 2015

## Using *Periscope* & *Instagram* Advertising For Your Dealership Digital Strategy

With Instagram growing faster than any other social platform and search down 6% it is time to diversify your digital marketing strategy!

### We will learn how to:

1. Setup periscope for the dealership.
2. Setup Instagram advertising and an account for the dealership.
3. Go over case studies and examples of how both Periscope and Instagram can be used in the dealership daily to market and connect with customers both in sales and service.
4. Go over content creation and graphic design to ensure your visuals will be noticed by car buyers.
5. Review of best practices for both Periscope and Instagram.
6. Psychology as to why Instagram has almost 30 times the engagement rate of Facebook and why Periscope has taken off allowing people to see the world all through your mobile device in real time.
7. Review of digital spend and overall integration into your current digital strategy.

### BE PREPARED by:

1. Having both periscope and Instagram downloaded on your mobile device.
2. A rough draft of your current digital strategy.
3. Having a mobile phone charged and ready.
4. A great and fun attitude as this will be full of participation and group fun.

**Instructor: Ryan Holtz**

**Edmonton - Wednesday, December 16<sup>th</sup>**

**Calgary - Thursday, December 17<sup>th</sup>**

**Registration Deadline: Friday, December 11<sup>th</sup>**





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 Website: [www.mdaalberta.com](http://www.mdaalberta.com)  
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# Time Sensitive

## Using Periscope & Instagram Advertising Registration Form

Dealership: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

<b>Location:</b> <i>(Check-off Preferred Location)</i>	<input type="checkbox"/> EDMONTON  TBA	<input type="checkbox"/> CALGARY  Croatian Cultural Centre  3010 - 12 Street NE
	<b>Date:</b> December 16, 2015	December 17, 2015
<b>Time:</b>	9:30 am - 3:30 pm	9:30 am - 3:30 pm

Attendee(s): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

E-Mail Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Fee: \$249.00 + GST (\$12.45) = **\$261.45** /1<sup>st</sup> registrant  
 \$220.00 + GST (\$11.00) = **\$231.00** /each additional registrant from same dealership/ownership group  
 \*Fees include coffee breaks and lunch.

Cheque Enclosed  (made payable to: MDA of Alberta) **OR**

Please charge: Visa  M/C  Amex

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: (please print) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Deadline for registrations is five days prior to course date. Confirmation will be sent out at that time.**

**NOTE: No refunds will be issued for cancellations within 5 business days prior to course date and no shows**

Send To: Fax: (780) 465-6201  
 Email: info@mdaalberta.com  
 Mail: MDA of Alberta, 9249 - 48 Street, Edmonton, AB. T6B 2R9

**SPACE IS LIMITED ... REGISTER NOW!**