



Educational Seminars Institute  
Automotive Management Specialists

Since 1984

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### **ESi Symposium Highlights Automotive Marketing Trends**

*Simi Valley, Calif. – Sept. 6, 2012* – Educational Seminars Institute (ESi) recently hosted its first-ever Mega Marketing Symposium to provide automotive professionals with real-world marketing practices and the newest developments in Internet marketing, direct mail and customer retention.

Sessions included: “Marketing Automotive Service to Generation X and Y,” “Re-inventing Word-of-Mouth with Social Media,” “Building Brand Loyalty,” “The Magic of Mail,” “Advertising and Marketing: A Different Approach” and “Filler’up Fuel for your Online Marketing.”

“I attend many training events throughout the year and I have to give the highest marks to ESi’s 2012 Mega Marketing Symposium,” said attendee Mary Kemnitz, co-owner, D&H Enterprises, Concord, Calif. “It was an extremely beneficial weekend where I learned many cutting-edge marketing ideas to bring back to my business. Additionally, I was able to network with many shop owners from California and other states. Would I go again? Definitely, 2013’s event [May 4-5] is already on my calendar!”

Symposium speakers were: Rodger Bland, managing editor, GEARS magazine; Bill Haas, business performance coach, ESi; Maylan Newton, owner and senior instructor, ESi; Tim Ross, president, Mudlick Mail; Danny Sanchez, CEO and founder, Autoshop Solutions; and Tim Wendling, Western regional manager, Demandforce.

“Our goal is to help automotive professionals succeed in the ever-changing world of Internet and direct mail marketing,” said ESi’s Newton. “Our speakers covered a lot of ground, including how to successfully use social media, communicating with Gen X and Y customers, the value of a rewards program for customer loyalty and retention, and effectively using direct mail.”

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***Independent Solutions for Individual Needs***

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The 2012 symposium took place June 9-10, in Monterey Bay Seaside, Calif. For additional information, visit the event's website, [www.megamarketingsymposium.com](http://www.megamarketingsymposium.com).

ESi was founded in 1984 and offers "Independent Solutions for Individual Needs" through its Professional Business Development training series, an In-Shop Training Support Program, a Phone Coaching Program and the Service Writer's School of America. All ESi programs are taught by automotive professionals with at least 20 years of experience in the automotive industry. For information, visit [www.esiseminars.com](http://www.esiseminars.com), email: [esi@esiseminars.com](mailto:esi@esiseminars.com), or call toll-free (888) 338-7296.

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