



**For Immediate Release**

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## **Mobile Solutions to Host “Back to School” Social Media and Marketing Training**

*June 5 session instructors include Bryan Schmitt, Ethan Blau, Ata Ehdaivand*

**TEMPE, ARIZ., May 21, 2019 (MEDIAWIRE)** – On June 5<sup>th</sup>, Mobile Solutions’ Tempe, Ariz., facility will be the location of the first “Back to School” social media and marketing training. The special session is presented by The Mobile Electronics Syndicate, a Facebook group that caters to retail business, installation and fabrication experts in the mobile electronics industry. The goal of the class is to educate industry professionals on how to strategically deploy social media to build brand awareness and increase store revenues.

Bryan Schmitt, Mobile Solutions president and lead instructor, will take part in the class instruction, as well as the two of the group’s primary administrators, Ethan Blau and Ata Ehdaivand. Jon Kowanetz, owner of Handcrafted Car Audio in Chandler, Ariz., will join the session as a guest speaker.

The Back to School training is focused on using social media as a marketing tool rather than a “brag board.” It will showcase how to create posts that engage viewers and provide a call to action to encourage response. The course will also cover how to build awareness for your store brand and maintain a professional image online that attracts new customers.

“This will be one of the few classes we host without the noise from routers, the debris from shaping wood and plastic, and the odor from mixing bonding chemicals,” said Schmitt. “Learning how to reach, engage and convert customers through social media is one of the most important skills a store can have. Ethan and Ata are both accomplished storeowners who have tested and perfected the steps they will teach in their own stores. We are happy to host an event in which they share their strategies with others.”

Kowanetz will present a special session on developing and sustaining the right mindset for the workplace. In it, he will offer boots-on-the-ground tips and advice for eliminating distractions, pre-work preparation, productive interactions with customers and co-workers, and resolving problems in a positive way.

The all-day training will be preceded the night before by a pool part at the nearby Hilton Homewood Suites. Attendees will be treated to dinner during the pool party, sponsored by Orca Design and Manufacturing.

Tuition cost for the class is \$149 and special hotel rates are available at the Hilton Homewood Suites for attendees staying overnight. Industry professionals can sign up at <http://bit.ly/MS-BacktoSchool> or get more information at [www.mobilesolutions-usa.com/training](http://www.mobilesolutions-usa.com/training).



#### About Mobile Solutions

Mobile Solutions USA is an innovation-driven company creating tools and delivering training that enable custom automotive electronics, audio and interior installations progress with a level of efficiency not often achieved in the aftermarket automotive business. With the patented Smart Templates™ brand of design tools and many other innovations, Mobile Solutions USA serves the aftermarket automotive technician, fabricator and retail store community through direct sales and distributors around the globe. For more information, call (480) 968-2074 or visit [mobilesolutions-usa.com](http://mobilesolutions-usa.com).

*Image:* [Back to School Promo](#)

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