



Marketing “Back to Basics”



Using Your Marketing Brains **Before** Spending Your Marketing Bucks!



Tuesday, February 26 / Main Library / 6:00 - 8:00 PM

If it seems that every week, there's a new app, a new analytic, a new platform and a new, "new" shiny object to help your marketing, you're right! Using these tools can be a boon for your business . . . and may also be a bust for your bank account!

Let's try a "back to basics" approach starting with a better understanding on how marketing should be driving your sales - and not driving you crazy! Let's Use Your "Marketing Brains" Before Spending Your "Marketing Bucks!"

At this 2019 Workshop launch, we'll focus on your
C.O.R.E
Client-Oriented Relevance & Engagement!

1. *Why are you different? Why are you better? Why should your prospect care?*
2. *Who's your prospect? Who's really your target market? Do they know? What's in it for them?*
3. *How are #1 & #2 communicated through your marketing plan? What's your 5 - 12 point execution strategy to keep you and your company "top of mind" with your prospects. Are you "selling" features & benefits when your prospect wants to "buy" something different?*

This workshop is designed for both current and prospective business owners and sales professionals. As the economic "winds" continue to change, adapting your 'sails' and marketing approach can significantly impact your sales!

Come engage with other individuals focused on building their business - and their success!

About your workshop leader: For the past 18 years, Sheila Neisler, owner of Catalyst - A Marketing Company has been helping business owners achieve double-digit sales results through a 360° Marketing Approach. A former bank financial analyst, she brings a top-line approach to driving sales with a bottom-line focus on keeping expenses low. Her philosophy: "It's not about spending more, it's about spending more effectively."

