

Building your Bottom Line with **Results-Driven Marketing**

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4 key sessions, lunch, then

The Joy of Marketing

Presenter: Black Point Marketing

When you execute your marketing activities with forethought and planning, the results can be extremely satisfying for you and your bottom line. This presentation will review seven key principles that will save you money, make your day-to-day marketing decisions easier and drive better results for your business. You'll learn:

- Why your current advertising may not be working
- How to articulate your point of difference in a more meaningful way
- How to increase your Return on Investment
- What to consider when you're planning for growth

Dressing Your Business for Success

Presenter: Graphically Speaking

Your graphic image is one of your most important business assets, but it's one many business owners overlook. It's always leaving an impression. Is it a good one? Content includes:

- Is your brand identity in good shape?
Assessing non-verbal communications
- How effective visuals prompt customers to take action
- Three critical points to share with your designer

What You Don't Know About SEO and Analytics

Presenter: Analytic-OR

Successful websites need more than a pretty face. They need to be designed to bring people to the site, to encourage a successful interaction, and to measure success. Content includes:

- The five critical principles of a successful website
- Mythbusting Search Engine Optimization
- How to harness the power of information with web analytics and Google Analytics
- Making the most of Google Analytics
- Measuring the value of social media

Easy Additions to your Digital Marketing Toolbox

Presenter: Your Digital Coach

There are many low-cost tech tools available today which can increase your online marketing's ability to attract and engage prospective customers, but using them properly is critical to your success. Content includes:

- QR Codes - What are they and how can you use them?
- Claiming Your Google Space
- RSS Feeds
- Mobile apps to make your social media life easier

Wednesday, Feb 22 (Storm Date: Thurs, Feb 23)

LOYALIST LAKEVIEW RESORT, 195 HARBOUR DRIVE, SUMMERSIDE

Meet & Greet: 8:15am "Coffee and Breakfast Nibbles"

Sessions & Round Tables: 9:00am-1:30pm

\$35

4 Sessions,
Lunch and
Round Tables

Round Tables:

Let's talk about that!

Roll up your sleeves and bring your marketing challenges and questions with you to one of four round table discussions, hosted by each presenter. Share and learn from other attendees' insights and experiences. Benefit from your table host's professional feedback to your comments and questions.

To register: CBDC Central, 11 Water St,
Summerside **888-3793** (ext. 0)