

## **“Don’t Do Any Marketing...until you hear this!”**

Wondering if marketing is even worth it right now? Should you spend more or less time and money on marketing given the current economic and industry situations?

This seminar will provide a simple 8 step process to help you build a defensible and revenue-driven marketing plan. A key part is the 30-question checklist that helps uncover your bank’s own marketing intelligence that is needed to make sound and profitable marketing decisions.

We’ll discuss how to find the missing answers as well as how to apply the new found marketing knowledge to acquire better leads and to help those leads move along the sales process. Marketing tactics such as pricing, advertising, PR, internet search optimization, events, and other such potential channels will be explored as they can and should apply to each participant’s business.

### **In this session:**

- Clearly discuss why and how much marketing is necessary to drive sales in smaller businesses
- Review the 30 questions that should be answered before any tactical marketing decisions are made
- Discuss how to validate pricing to ensure that companies are making the most money while remaining competitive
- Uncover specific ways to acquire qualified leads (push) and foster them into closed sales (pull)
- Explain how to productively track and retain leads
- Define effective positioning, messaging, PR and integrate into a solid marketing plan
- Provide a process for ensuring that marketing plans get executed and stay on track

Speaker Bio:

***Alyssa Dver, CPM, CPMM***



Author of the popular books, “No Time Marketing: small business-sized steps in 30 minutes or less” & “Software Product Management Essentials”

- **Serial Success** - *founded The Center to Prevent Lost Children, Wander Wear Inc., Mom Matters WebTV & Mint Green Marketing, plus worked at several market-leading startups and consulted for dozens more.*
- **Recognized by Business’s Best**- *BusinessWeek ’07 Female Entrepreneurs to Watch, Wharton graduate and frequent b-school guest lecturer*
- **Respected Journalist & Industry Expert**- *regularly published in Forbes, BusinessWeek, Entrepreneur, Chief Marketer, Promo, Software Magazine, The Commonwealth Institute, Newsday, Journal of Commerce, and many others.*
- **Trusted Knowledge Source** - *interviewed by Fox, CBS, CN8, Boston & Hartford Business Journals, NPR, Voice of America, The Boston Globe, Ladies Who Launch, MassWIT, The Women’s Radio Network, American Airlines Radio, etc.*
- **Sought-After Speaker & Educator**– *appreciated by audiences at The World Diversity Leadership Summit at the United Nations, The Women’s Congress, The American Marketing Association, The American Banking Association, The American Strategic Management Institute, etc.*