

Master Marketing in No Time

Master Marketing in No Time gives attendees digestible steps towards creating a defendable and practical marketing plan that will quickly generate more business. They'll get easy-to-understand marketing tools, tips and ideas. Whether new and looking for marketing boot camp or a seasoned marketer wanting to validate and refresh their skills, participants obtain expert up to date marketing smarts, a renewed business spirit and a practical way to rocket their lead generation into hyper-drive.

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.*