

My Marketing's Not Working – Why?

Some companies hire expensive consultants to analyze and prophesize why they aren't getting value from their marketing spend. Others simply cut marketing and then wonder why the sales team is spending so much time building a pipeline. Both rescue attempts are costly and usually not corrective. This session will provide a concrete check list to diagnose and correct the marketing problems at your company. You will leave with answers to why things are not working, how to fix them, and most importantly, how to keep them on track forever. More than a tune up, this session aims to overhaul your marketing approach and breathe a whole new life into your company's ability to generate quality leads and close sales quickly and profitably.

Five key points attendees will learn:

1. Learn why and what is strategic marketing and how it makes all the difference in every business decision you make
2. Find out the 30 key questions you need to answer BEFORE you invest time or money on anything!
3. Get a simple process for developing a quick and useful marketing plan for your business.
4. Gain the ability to evaluate marketing people and proposed programs.
5. Learn how to keep yourself, your marketing and your business fresh and relevant

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, MassWTT, 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.*