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AUTHOR OF THREE BESTSELLING BUSINESS BOOKS.

NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."

NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOUR NEXT EVENT"

NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

Marketing 101:

The Basics of Advertising & Marketing and How to Implement Them

ABSTRACT:

Marketing your product, service and yourself is vital to growing business. But exactly how does one do this effectively? How can the average small business market itself with limited dollars, yet achieve maximum results?

This session will focus on what you need to know to effectively build a solid advertising and marketing plan.

KEY POINTS:

- The core media options and strengths and weaknesses of each
- Social Media & Marketing - what it is and how to use it effectively
- What to expect to pay for media purchases
- How to handle the production of a message
- Effective internet marketing techniques
- Tips for identifying your unique selling proposition.
- Do's and don'ts will be covered. Particular attention will be paid to low-cost or no-cost advertising approaches