

## Marketing toward “Top of Mind Awareness”™

**Be the first person your prospects think of when they need the services you provide.**



Any business, whether fledgling, small or large, maintains the need to position their practice for growth and opportunity. Securing the TOP position of recognition and refer-ability in your clients & prospect's minds is a goal attainable by consistent (and relentless) use of basic marketing principles and strategies. After all, "Doing business without marketing is like blinking in the dark...you can do it

all night long, but no one is going to know about it."

- Positioning Your Practice
- Creating the Experience
- Establishing Strategy
- Outsourcing Your Weaknesses

## Market Yourself Like a Public Relations Pro

**Do-It-Yourself PR Strategies for Increasing Exposure Ops**



A good Public Relations strategy involves spending time defining your target market and finding ways to communicate to them via the press, developing a media kit and making the contacts. Avoid big PR firm costs and learn to increase the perception of your talents and skill-sets.

- Create Public Awareness
- Getting your Press Release read
- Compiling the Media Kit
- Cross-Marketing Opportunities

Book a workshop: [sandy@ssmarketingsolutions.com](mailto:sandy@ssmarketingsolutions.com) or 609-304-4399

## The RULES of Email Marketing

### Adding “email campaigning” to your global marketing action plan



Email has been the most effective marketing medium since the introduction of the TV...when done correctly. Using effective, creative methods while remembering your E-manners can help ensure marketing success. Increase business knowledge in the following discussion areas:

- Getting & Keeping Permission
- E-ddress Capture Methods
- Creating Materials for Distribution
- Advanced Cross-Marketing

## Driving the Traffic Home

### Growing your Business through Internet Marketing



Using every available avenue in today's technologically driven landscape is necessary to compete for market share. This presentation provides a breakdown of tools for agents to increase effective use of time *and* build a knowledge of their options in an online world.

- The Basics of Internet Marketing
- “E-ddress” Collection Methods
- E-Marketing Campaigns
- Cross-promoting Your Website

## *About Sandy Spadaro:*



Spadaro regularly delivers an array of education workshops & seminars, featuring topics of interest to the small business entrepreneur.

Spadaro's published works in the fields of marketing, communications and image & branding skills-development, have reached reader audiences through **local and national publications** such as Executive Female Magazine, Working Mother Magazine, Origin Magazine, Broker Agent Magazine and the Prospecting & Marketing Institute Series.