

CHAUFFEUR
driven  **NLA**[®]

OCTOBER 22-25 **ORLANDO** GAYLORD PALMS

BEYOND WORDS

Leveraging Visual
Marketing to Stand Out

Hello!

**HERE'S YOUR
PANEL FOR TODAY:**

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Leaders

TODAY'S AGENDA

WHAT IS MARKETING

WHY DOES MARKETING MATTER?

BRAND MANAGEMENT

CUSTOMER RETENTION + LOYALTY

MARKETING FOR RECRUITING

MARKETING FOR SALES

MARKETING = TEAM PLAYER DEPT.

Q+A

Some Stats.



47%

of small business owners run their own marketing

81%

of consumers research online before purchasing

55%

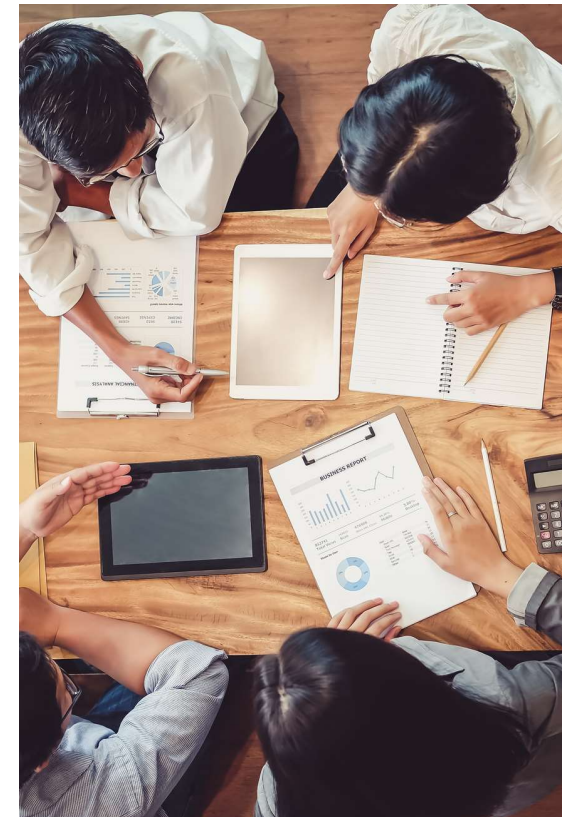
of candidates abandon the application process after reading negative feedback about a business

10 - 15%

The percentage of revenue SMBs should be spending on effective marketing

WHAT + WHY?

- Why does marketing matter?
- Why should you keep going even if your pipeline is “full”?
- What does marketing mean to your company?



Marketing

WHAT'S IT ALL ABOUT?

Marketing is the crafty science of catching eyeballs and winning hearts by showcasing how awesome a product or service can be!

- Customer Service Automation
- Brand Management
- Strategic Planning
- Sales Promotion
- Branding
- Event Marketing
- Search Engine Optimization
- Customer Relationship Management
- E-Commerce Marketing
- Pricing Strategies
- Product Development
- Promotions
- Display Advertising
- Public Relations
- Influencer Marketing
- Search Engine Marketing (PPC)
- Local SEO
- Advertising
- User Interface Design
- Content Marketing
- Social Media Advertising
- Retargeting/Remarketing
- Conversion Rate Optimization
- Ethical Compliance
- Webinars
- Website Management
- Chatbots
- Graphic Design
- Channel + Distribution Management
- Social Media
- Affiliate Marketing
- User Experience
- Video Marketing
- Website Development
- Analytics + Data Analysis
- Regulatory Compliance
- Blog Posts
- Email Blasts
- Podcast Marketing
- Community Building
- Mobile Marketing
- Marketing Automation



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BRAND MANAGEMENT

- What is the role of brand management?
- What are you doing to manage your brand?
- What is it about your brand that makes you stand out from the other companies?
- What role does social media play in your brand management strategy?



CUSTOMER RETENTION + LOYALTY

- How do you personalize your marketing efforts to enhance customer loyalty?
- Can you share examples of exclusive offers or promotions that you've used to encourage repeat purchases and customer loyalty?
- What role do technologies like CRM systems play in your customer retention strategies?
- What post purchase marketing activities have you found most effective?



MARKETING FOR RECRUITING

- How do you utilize marketing strategies to establish and promote your company's employer brand?
- What strategies do you use to maximize the visibility of your job advertisements?
- How do you encourage and leverage employee advocacy in your recruitment marketing strategies?



MARKETING + SALES

- What marketing strategies have been most effective in generating quality leads for your sales team?
- How do you ensure that marketing and sales teams are aligned in their strategies and communication?
- Are your team members upselling?



Marketing Dept.

YOUR SMB TEAM PLAYER

From strategizing collaboratively and sharing pivotal customer insights, to bolstering sales efforts and fostering a resonant brand identity, marketing seamlessly intertwines with various business facets to propel organizational success.

Strategic Collaboration

Customer Insights

Brand Development

Supporting Sales

Internal Communication



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Q&A



Thank you for joining us!