

WHAT'S YOUR MARKETING STIMULUS PLAN?

INNOVATIVE MARKETING STRATEGIES FOR THRIVING IN AN ECONOMIC DOWNTURN

The MarketingSavant Group of Green Bay invites you to attend the **Marketing Stimulus Plan Boot Camp**, a one-day, in-depth workshop that will jumpstart or revitalize your marketing efforts in these tough times.

The best companies don't cut marketing spending in a downturn, they do the opposite. They know that even the toughest market conditions still provide plenty of opportunity. This workshop will help you rejuvenate your marketing strategy, allowing you to swim upstream during the recession and position your company for long-term success.

Who should attend:

- Marketing and communications professionals
- Small business owners
- Channel and brand managers
- Entrepreneurs and start-up managers
- Advertising and PR professionals seeking new client solutions

You'll walk away with:

- Dozens of low-cost and effective ideas you can implement immediately to jumpstart your marketing in the recession of 2009.
- Tools, templates and action plans you'll need to succeed in the world of digital and social media marketing.
- An idea-packed e-book, *Marketing in a Downturn: Recession-proof Marketing Strategies for Smart Marketers*, on making the most of your marketing.

Marketing managers, sales professionals, business owners, and executives within small- to medium-sized companies responsible for sustaining profitability and striving growth in a downturn will learn how to:

- Develop a road map for putting frugal, ethical and effective marketing strategies in place immediately.
- Understand how new approaches in digital and social media marketing can catapult your company into new market opportunities.
- Adapt your marketing spend for today's unpredictable economy.
- Adjust prices and promotions without sacrificing market share or brand image.
- Focus on accountability and obtaining measurable results from your investments.
- Improve strategic and tactical planning with marketing ROI techniques and tools.
- Manage your marketing budget and collaborate CFO and CEO.



Date and Location

Tuesday, Jan. 27, 2009
8:30 a.m. to 4:45 p.m.
St. Norbert College (FK Bemis Center)

Cost

\$295 before January 9
\$395 after January 9

To Register

<http://events.marketingsavant.com>



About your instructor

Dana VanDen Heuvel is an award-winning marketing blogger, author of the American Marketing Association's *Marketech Guide to Marketing Technology and Guide to Social Network Marketing* and the creator of the AMA's TechnoMarketing training series. Dana is a widely recognized expert on blogging, podcasting, RSS, Internet communities and interactive marketing trends and best practices and speaks regularly on these topics at industry events. He currently runs The MarketingSavant™ Group, a marketing technology consulting and training firm that helps marketers leverage emerging marketing technology to reach and keep customers.

Recognized as one of the "50 People You Should Know" by the Green Bay Chamber of Commerce, Dana serves on several advisory boards for nonprofits and community organizations in and around Wisconsin.



PROGRAM SCHEDULE

7:45-8:30 a.m. Registration and Networking

8:30 - 9:15 a.m. Facts on the Value of Marketing During a Downturn

Now is the time to separate myth from fact on what it takes to survive and thrive in a downturn. We'll call on recessionary marketing research from the 1920's to the 1990's to glean insights on how successful marketers innovated, changed and thrived to emerge stronger and with greater market share than ever.

9:15 - 9:45 a.m. The New Playbook for Marketing in a Recession

Before we embark on the path to recession resistant marketing, we'll set the stage with a framework that you can use to guide your marketing decisions, budget discussions and recessionary marketing strategy. Based on leading research from McKinsey & Company, AdAge and other thought leaders, this playbook will serve as your roadmap through the rest of the day.

10:00-11:00 a.m. How to Think about Pricing and Budgeting in a Downturn

There are simply some things that all marketers must do during a downturn. In this section we'll cover the essentials of how to think about pricing, discounting and coupon strategies on a downturn along with some essential discussion on budgets and marketing spending. We'll review case examples of what leading marketers from all industries have done in recessions and learn from their results.

11:00 a.m. - 12:00 p.m. Digital and Emerging Marketing Strategies in a Downturn

Digital-centered and social media marketing certainly has a mass appeal, but there's much more to these new age tools than just their modern day buzz worthiness. There is real value in shifting a portion of your marketing budget and efforts to the digital realm. We'll cut through the clutter and lay out clear strategies for making the most of today's most popular and effective digital marketing tools like blogs, social networks, online advertising, and search engine marketing to help you achieve a rapid return on investment.

12:00- 12:45 p.m. Networking Lunch

Connect with your colleagues and share insights with each other on how to market your way through these tough times.

12:45-2:45 p.m. Recessionary Survival Tactics: What's Working, and What's Next

We'll call on the collective wisdom of over 100 articles, whitepapers and recent interviews with real-life marketers and business owners on what's working today, how it's working and uncover dozens of ideas, tactics and strategic options that you may not have thought of that could be just the ticket to jumpstart your marketing brain and lead to marketing success in the 2009 recession.

3:00-3:45 p.m. Offbeat Marketing: Frugal and Creative Ways to Gain Market Share in a Recession

What is marketing if we don't have some fun, right? In this section, we'll review a host of intriguing case studies of ordinary marketers who have done some extraordinary things in tough times to break into new markets, pursue their competitor's customers, win market share and have a good time in bad times.

3:45-4:30 p.m. Putting it All Together: The Recessionary Marketing Roadmap

During this session, we'll take everything we've learned today and create an individualized 90-day marketing roadmap.

4:30-4:45 p.m. Reflections on Marketing in a Downturn: Discussion and Q&A

Before we depart, we'll engage in an interactive Q&A and problem solving session with the speaker and audience that will help everyone attending to learn by example, get answers to their questions on marketing in a recession and leave with action-oriented objectives to put the day's learning to work immediately upon returning to the office.

Time permitting; we may also leverage this time to conduct a series of "Marketing Makeovers" with some of the participating companies in the audience. We'll dive deep into specific, emerging or hypothetical marketing challenges where recessionary marketing tools and tactics will provide a competitive marketing edge, illustrating precisely how the concepts discussed throughout the day can be applied to individual marketing challenges.



Interactive Exercises

- Marketing in a recession case studies
- 90-day recessionary marketing jumpstart plan
- Word-of-mouth and referral marketing



Bonus Item

Marketing in a Downturn: Recession-Proof Strategies for Smart Marketers



All attendees will receive a 90-page book featuring interviews with leading marketers, consultants, managers and business owners sharing their most effective marketing strategies for remaining profitable and sustaining growth during a downturn.



Register Today

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MarketingSavant
www.marketingsavant.com
920.819.0742
info@marketingsavant.com