



Get in the Big Game: Creating, Promoting and Protecting Your Online Brand!

As the owner of an award-winning Marketing and PR firm, Lori works with CEOs and top executives to get them, and their organizations, noticed. Her experience on all sides of the marketing equation (agency, corporate, media) has made her a sought-after branding expert. Lori is also a passionate small business advocate. She has served as an SBDC marketing counselor in IL and AZ, is a former Chamber president, and is a recognized small market economic development expert. Come hear what she has to say about online branding, which is a great way to level the playing field for you and your clients!

You Should Attend If ...

- You have Clients who are looking for an affordable and attainable marketing strategy;
- You have Rural Clients who want to broaden their reach;
- You want to increase your visibility and build your contact base;
- You want to increase your SBDC Center's visibility and awareness in your market.

**Developed for the
Super Bowl XLII Playbook for Small Business Series**

A Winning Playbook:



Learn How to Help Your Clients Promote Their Companies In A Winning Way! ... From Branding Expert Lori Martinek, who is a consultant and coach to CEOs across the country. She'll guide you through the ABC's of successful brand development and share strategies for leveraging the latest search and social marketing tools. Get the inside scoop on successful e-marketing, right here!

Learn How to Promote Your Brand and Attract the Success That You Want ... Everyone has a personal brand, whether they realize it – or work at it – or not. Learn how to build and take control of your brand, and protect it from online threats. Are you happy with what people find when they Google you? Are you as Linked In as you'd like to be? You'll learn how to Be the Brand ... online and off!

Learn How to Increase Your Center's Visibility and Attract New Clients! ... Building visibility and awareness doesn't have to be expensive. You'll learn about affordable, attainable strategies for promoting your center's strengths online, as a way to reach out to more prospective clients than ever before! Branding, search engine marketing, blogging and social marketing. These are must-have tools that should be in your SBDC marketing tool box. Learn how to 'practice what you preach' and make your center a marketing powerhouse.

Register Today!

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