

How To Leverage Other Resources And Partners To Support Your Marketing Needs



INTRODUCTION



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Why Are You Here?

Very small budgets



Major Multi-Taskers



1. Very limited resources?
2. % spent on marketing?
3. Where is marketing on your priority list? Top 5, 10, I'll get to it when I get to it?
4. What are some of your challenges?

Our Goal For This Session?



There's a 2nd Goal...

MILLENNIALS!!!!



Resources You Should Leverage

Partners



Vendors



Sponsors



MADE IN THE USA



Resources You Should Leverage

1.

Social Media

2.

Website & Blogging

3.

Traditional Marketing



Things To Keep In Mind



Good partnerships create better results!



The glass should always be full when you use all of your resources!

Millennials

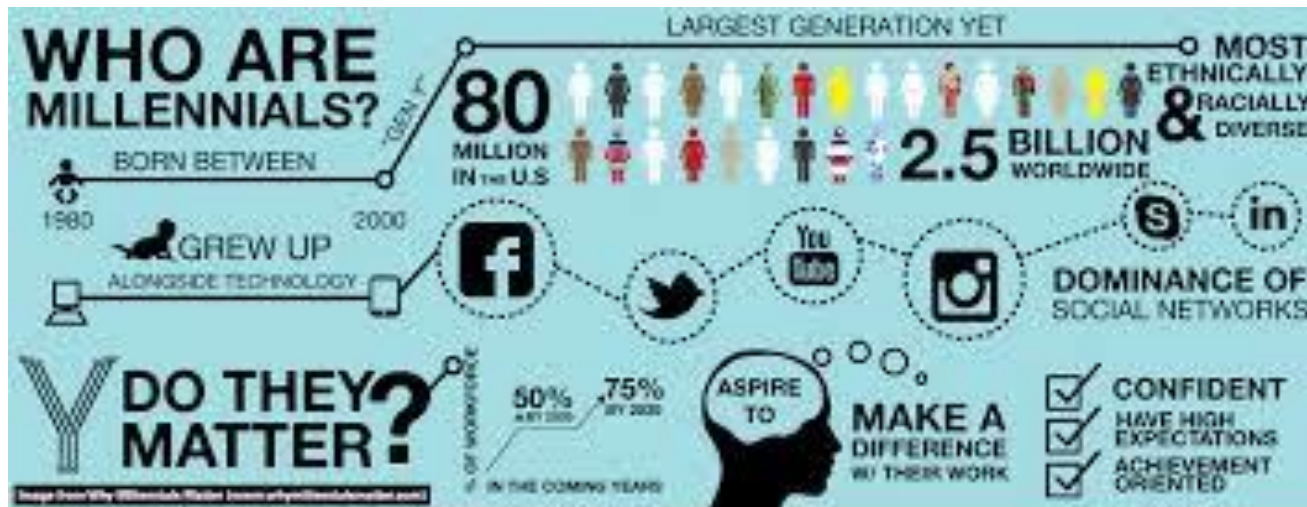


SPEAK THEIR LANGUAGE!

Millennials

FUN FACTS:

1. Millennials speak in 150 words or Less.
2. They like to keep their followers informed.
3. Social Media is key.
4. Videos speak louder than words!



Questions

