



5-MINUTE MARKETING: TRENDS, TIPS AND TAKEAWAYS FOR THE TIME-STARVED

Mary inspires business leaders to understand trends and generate new ideas to make marketing more effective. Fun, irreverent, but never short on actionable insights, information is presented in a compelling and memorable way; through storytelling, research, and in short 5-minute segments on a variety of marketing topics. After gaining insights on the challenges that a business or industry is facing, Mary selects a series of 5-Minute Marketing insights to meet the client's specific needs, while considering current market trends and opportunities. Constantly updated with insights from Mary's marketing blog fiveminutemarketing.com and her popular weekly e-newsletter, this dynamic audio and video rich presentation can stand alone as a keynote, or be modified for a breakout session or workshop. ■

Customized for YOUR event: Mary works with her clients in preparation to ensure this presentation includes industry specific examples. She takes the time to deliver actionable ideas to ensure value and is happy to include an optional Q&A session to dig deeper. Additional services can be arranged upon request.

LEARNING OUTCOMES:

- ✓ Understand trends and how they apply to your industry
- ✓ Leverage your stories through word of mouth, mouse & mobile
- ✓ Learn how to use social media and mobile more effectively to build your brand
- ✓ See disruption, adaptation and change as an opportunity
- ✓ Maximize marketing effectiveness by leveraging all your media

The ideal audience: Companies, associations, organizations and individuals that want to understand marketing trends, be inspired by memorable current industry examples, and be more effective in their marketing efforts.



Mary Charleson, MBA, CSP
Marketing & Media Expert

BOOK MARY TODAY!

1 604.720.5607
charleson.ca
mary@charleson.ca

MARKETING BLOG
fiveminutemarketing.com

