



Speaking of marketing Favorites

About Vicky Jones

Smart, funny, and spirited, with a gift for spinning a tale, strategic marketing communications consultant Vicky Jones has a knack for making concepts in marketing accessible, relevant, and fun. Vicky earned her MBA from Northwestern University's J.L. Kellogg Graduate School of Management. She has spent over half her life collecting wisdom and success stories through her work with organizations public, private, and nonprofit, from Fortune 500 corporations to one-person operations. She has spoken internationally, lectured for the UW-Madison School of Business, facilitated tabletop workshops, and been named Marketer of the Year by the Madison chapter of the American Marketing Association.

One man's trash – Q: When is spam not spam? **A:** When it works. Direct marketing is one of the most effective marketing approaches to business-building available. Targetable, measurable, controllable, and efficient, it can be implemented successfully regardless of budget size. It's also really easy to waste money with direct marketing if you don't know what you're doing. **Learn:**

- The six strategic steps for a strong campaign
- The three-part formula for maximum effect
- How to spark the response you want
- How to spend every dollar wisely (3-4 hours)

Get found – Before a prospective customer calls, a Google search *will* happen. **Learn:**

- How people search -- on Google and on your web site
- What Google is looking for when it ranks sites in search results
- What your site needs -- on the page and behind the page -- in order to show up in search results
- How to improve the chance that your site's link will get clicked on when it shows up
- How to set goals for your website and evaluate its performance (2-4 hours)

More...

The ten commandments of shoestring marketing – The most expensive marketing tactics are the ones that don't work. Ten tips on making smart budget decisions. (45-60 mins.)

Pants, then shoes – First things first. How to plan for marketing that reaches the right people at the right time with the right message. (1-3 hours)

Wait. What? – If you make people work too hard to figure out that you're selling what they want, they'll tune out and move on. Tips on clear communication on the web and in print. (45-60 mins.)

Doing time – Are people doing work at your meetings or doing time? How to transform meetings from draining time-sucks to energizing productivity boosters, by the author of *The New Compleat Facilitator*. (1-3 hours)

I'll know it when I see it – Graphic designers don't want to create visuals you can't use any more than you want to pay them for creating visuals you can't use. Learn how to empower them to do their best work and avoid placing them in an informational vaccum. **Learn:**

- How designers are wired
- How to not waste your money on their time
- How to communicate your expectations
- How to review and give constructive feedback (45-60 mins.) Also available for graphic designers as "Getting great direction from your clients"

Hit the show running – 75% of trade show attendees arrive with an agenda. Half of these schedule appointments two months in advance. Pre-show marketing is critical to getting you on your prospects' to-visit lists. **Learn:**

- What influences people's decision to attend trade shows
- How people choose which exhibits to visit
- How to get the right people to spend time at your booth
- How to avoid an exhibitor's most common post-show mistake
- How to stretch the show (2-3 hours)

Praise

"Most people attend these types of seminars and leave overwhelmed with facts and details and a clouded vision. With your help, our dealers have left with a renewed confidence and enthusiasm. Thanks for a wonderful presentation!"

– P. Ford, Hellenbrand Inc.
Director, Sales & Marketing

"Vicky makes ideas come alive for her audience and gets you thinking outside the box. Her breadth of practical marketing knowledge is incredible. It's hard to leave one of her seminars without an armload of new useful and practical ideas."

– L. Rebholz,
Exhibitor Source LLC
General Manager

"Dynamic and informative, your program opened up the proverbial 'whole new world' for me. I had no idea marketing could be so exciting and interesting."

– S. Miles

"I had a ton of fun and didn't actually realize I was learning anything until I got home (that's a compliment). I'm sure your terrific approach will rub off on everyone!"

– J. Goninen

Book Vicky Jones
mail@vickyjones.com
608.215.7621