

AG MARKETERS

PIPE LINE

WORKSHOP

February 23rd, 2021

9am-3pm CST

- **Creating a Reputation You Can Hang Your Hat On**

---Customers buy from people (and brands) they know, like and trust. Branding your business is more than a cool logo, it's establishing a reputation and building a tribe that believes in your mission. Learn the fundamentals of effective sales & marketing campaigns.

- **What are They ACTUALLY Thinking??**

---Understanding customer psychology is what separates the good marketers from the great. If you've ever struggled to understand why your customers DO or DON'T buy from you, this session will reveal the secrets to their thought process so you never have to guess what they're actually thinking again!

- **How Your Web Designer Got it Wrong**

---More times than not, pretty websites don't generate sales. And building your own is a daunting task. Discover the biggest mistakes many professional web designers make and get a template for building a simple, and profitable, website that will make your business stand out.

- **Social Selling – Facebook Campaigns that Make Money!**

---There's no question that social media is time consuming. If you're not using social media for your business, you're missing sales. And if you're not getting sales from social media, you're wasting time. Learn how to create an authentic conversation that leads to new clients and repeat business.

- **You've Got Mail**

---It's hard to believe, but e-mail marketing is the most effective method on the market today. Despite full inboxes and an increase in "spam" messages, e-mail continues to grow sales and create consistent leads for businesses every day. Find out how to grow your lead list and create emails that your customers HAVE to read!

- **Seeing is Believing - and Believing is Buying**

---Customers have to see to believe and buy. That's why quality photos and videos are the most engaging marketing tool available to businesses. But a bad photo or video is worse than no photo or video. See what mistakes to avoid and learn how to incorporate compelling images throughout your marketing campaign.

- **The Building Blocks of Sales Success**

---Spending money and time on a marketing campaign without a plan is the equivalent of throwing spaghetti on the wall and hoping it sticks! A detailed strategy is essential to your success in sales. Explore the elements of a successful marketing funnel and learn how to build a pipeline of new leads and repeat sales to your business.

Register Today!!