

## **Creative Marketing on a Shoestring**

Presented by: Christine Moynihan, Graber Marketing

Christine Moynihan, principal of GraberMarketing for the past 12 year and former director of marketing for Clarks shoes will share effective and low-cost marketing strategies specifically designed to help small businesses acquire and retain customers. Some areas she will discuss in her workshop, Marketing on a Shoestring Budget are:

- YOUR business' value proposition – defining it, articulating it, making it sing!
- Top ten sales promotion ideas -- when and how to use each one
- PWOM – making “positive word of mouth” happen
- Space and (customer) service -- how to make them work harder for you.
- Simplifying the Internet – “Website Tonight,” E-blasts and Facebook for small business.

Chris believes that if you can commit 1 hour a week to marketing, you can grow your business. Let her show you how!