



FLAIR INTERACTIVE SERVICES



Where to Go From Here: Defining a Solid 2020 Marketing Strategy

Flair Interactive Services

June 17, 2020

Johnny Quinn, U.S. Olympian

Don't Just Survive, Thrive: How to Develop a Champion Mindset

Key Takeaways:

- Learn about Johnny's fascinating career in NFL football, the U.S. Olympics and business
- We live in a day of constant change. If you don't adapt, you will be left behind.
- How to develop a champion mindset, giving you the ability to adapt to change and come out ahead of the competition.

“Think about our mindset...think about our focus...in other words, there's no room for distraction...”



www.johnnyquinnusa.com

Lisa Kirschner, Managing Director, Flair Interactive

How to Get More Traffic, Leads and Conversions, Even in a Down Economy

Key Takeaways:

- Companies who adapt survive
- It's not too late to revamp your 2020 strategy
- Focus on your customer and everything else seems easier
- Use common funnels
- Use the right tactics for your business type - local business, B2B or B2C

“DON'T STOP! Don't stop marketing. Don't stop selling. Don't stop planning for growth (because your competitors won't).”



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Allan Langer, Founder/Owner - The 7 Secrets Center

Marketing Got Me Leads, Now How Do I SELL Them?

Key Takeaways:

- Selling is about HELPING
- Sales and marketing need to be integrated
- Learn the 7 secrets to selling more by selling less
- Ideal for salespeople or marketers who want to more more seamlessly with sales

“You have to change your mindset...the ‘pitch’ is never designed to actually figure out customers’ needs & problems...sell the problem that you solve, not the product.”



www.allanger.com

Dan Tyre, Director, HubSpot

How to Make 2020 Your Best Year Ever: Moving Forward with Personal & Professional Growth

Key Takeaways:

- Learn how a positive mindset can set you apart
- Find out if there are alpacas in Costa Rica
- Hear about Dan's journey from HubSpot's original salesperson to a highly sought-after speaker
- Learn about free resources HubSpot is offering businesses to help them get through COVID



www.dantyre.com

“It’s business as UNUSUAL...and it’s a little bit unnerving...”

Kristina Coughlin, Influencer Marketing Strategist, Get Hyped

Common Mistakes Marketers Make When Working With Influencers

Key Takeaways:

- Learn which social platforms have seen growth recently, including during COVID
- What influencers are looking for from brands
- 5 biggest mistakes marketers make
- Tips and advice about how to get started with influencer marketing

“COVID-19, though being an extremely challenging & unprecedented time for a lot of marketer & business owners, has also brought some really unique opportunities...”



www.gethypedmedia.com

Nikki Kuhlman, Senior Search Account Director, JumpFly

Navigating Paid Search in a Tough Economy

Key Takeaways:

- Learn how to use audience targeting on Google for search and display
- How to harness the power of LinkedIn data on Microsoft's audience network
- Google's new Discovery ads
- True View for Action campaigns on YouTube
- When to use Smart Bidding strategies



www.jumpfly.com

“Resist the urge to stop advertising. It doesn’t help you for the long term.”

Daphne Valcin, Speaker & Coach, Daphne Valcin Coaching

Defying the Odds: Managing Your Motivation, Metrics and Time in Challenging Times

Key Takeaways:

- Practical tips that you can use to meet your goals, despite whatever challenges arise
- Learn why motivation begets perseverance
- Find out how to set game-changing priorities



“When you think about yourself and your position and your career, I want you to think, ‘What is it that motivates you?’ Because that thing that motivates you is going to be what pushes you to the finish line.”

www.daphnevalcin.com

Dr. Mark Wade, Founder, Virtual Summits

How to 10x Your Audience with a One-Day Virtual Summit: Your Message Matters

Key Takeaways:

- Your message matters
- Virtual summits can be an easy way to leverage your time
- Keep human psychology and the summit ascension model in mind when planning your summit
- You must have a good plan to get good results

“A one-day summit is much more tactical...it’s going to be much more specific. Start with the end in mind....where are you taking them?”



www.virtualsummits.com

Tim Pottorff, Principal, QP3 Ergosystems

Home Office Ergonomics: How to Optimize Your Work-from-Home Workspace

Key Takeaways:

- Learn how to prevent illness and injuries when working from home
- Find out how your chair and posture can affect you
- Get tips for the correct way to use a keyboard, mouse, monitor and other devices
- Why wellness is critical for a remote workforce
- Find out what equipment, accessories and assessments are available



www.qp3ergosystems.com

“We need to do everything we can to make sure we’re working comfortably, productively and safely.”

Jody Thompson, CEO/Founder, CultureRx

Creating a Culture of Success

Key Takeaways:

- Learn how to create a culture of success, regardless of where your workforce is located
- Learn a radical, contemporary perspective about what it means to approach work
- Find out how to manage the work, not the people
- Hear how forward-thinking companies have seen better results by embracing a better approach to managing



www.gorowe.com

“We’re going to throw flexibility back to 1990, where it belongs....”

Joanna Ellis-Escobar Digital Marketing Manager, Flair Interactive

Work Smarter Not Harder...

Creating Content Quickly, Effectively & Efficiently

Key Takeaways:

- Planning is key - plan, organize, implement
- Learn the importance of an editorial calendar
- Find out why content optimization is imperative
- Learn how you can use different content formats and types to better reach and engage your audience

“If you fail to plan, you plan to fail...”



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Lisa Kirschner, Managing Director, Flair Interactive

Where to Go From Here: Defining a Solid 2020 Digital Marketing Strategy

Key Takeaways:

- Learn about the presentations you missed
- Recommendations for three common business types: local business, B2B and B2C
- How to create a solid digital marketing plan
- Next steps



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Next Steps and Homework



Clearly Define Your Marketing Goals & Objectives



Increase Targeted Traffic



Increase Your Online Visibility



Branding



Increase Sales



Establish Your Company in Local Search



Competitive Review and Analysis



Become a Resource /Authority



Establish Your Brand/Business in Social Media



Online Reputation Management

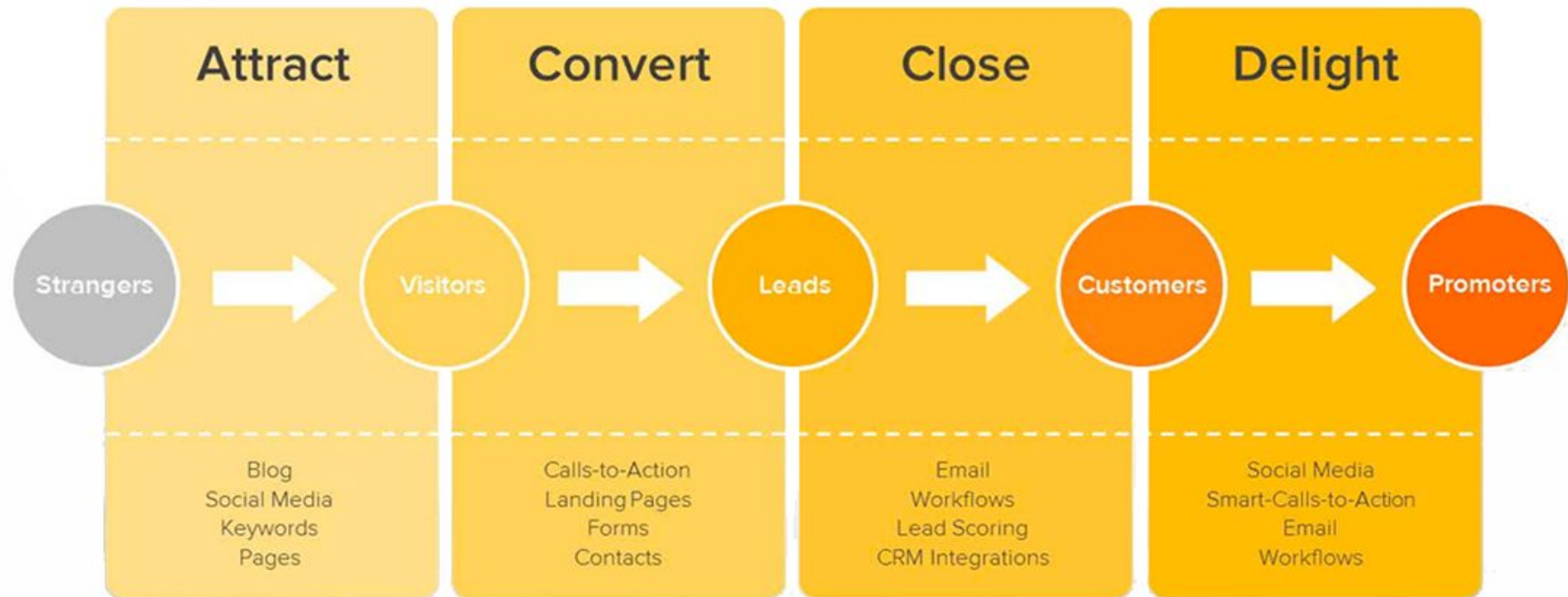
Create S.M.A.R.T. Goals

- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Time-Bound**

Example:

At the end of this month, our blog will see an 8% lift in traffic by increasing our weekly publishing frequency from 5 posts per week to 8 posts per week.

Incorporate Inbound Marketing



Next Steps and Homework

- Define your **S.M.A.R.T. goals** for the remainder of 2020 by June 26th
- Document 1-2 of your audience's **specific pain points and challenges in each stage of the Buyer's Journey** (Awareness, Consideration, Decision) by July 10th
- Determine the **products or services you have** to solve each pain point by July 10th
- **Map your content, tactics and campaigns** to those pain points and offerings for each stage of the Buyer's Journey by July 30th
- **PROMOTE your content and campaigns** -- not just once, but again and again (ongoing, but you should have an editorial calendar)
- **Contact me at www.flairinteractive.com** to schedule a free, no-obligation-whatsoever 15-minute connect call with questions

Questions?



Contact Us

- [Contact us online](#)
- **Call us at 888-439-8619**
- **Contact us on your favorite social media network:**





FLAIR INTERACTIVE SERVICES

Thank You!

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