

BIG PICTURE MARKETING:

Building a Solid Foundation for Your Business

Carol L. Morgan, mRELEVANCE managing partner, explains how and why your website serves as the center of your strategy and how that impacts each of your marketing tactics and activities.

- How to improve your marketing program with dozens of real-world examples of **successful** and **innovative marketing tactics**.
- How all marketing tactics should lead customers back to the **foundation of your strategy**.
- The two key aspects of an effective website: **responsive design/mobile compatibility** and **goal conversion/tracking**.
- How social media **drives traffic to your website**.
- How to create an **effective reputation management strategy**.

Tuesday, September 20

Golf Tournament at Pine Lakes Course at Jekyll Island Golf Club benefitting B-PAC

Wednesday, September 21

Committee Meetings; Big Picture Marketing: Building a Solid Foundation for Your Business by Carol Morgan; lunch featuring speaker Lt. Governor Casey Cagle; Evening Welcome Reception Sponsored by Georgia Power

Thursday, September 22

Board of Directors Meeting, Reception & Installation/Awards Dinner (followed by entertainment)



Location: Jekyll Island at the Westin

Wednesday, September 21, 2016 - 8 am to 11 am

\$75 for SMC members or HBA members - \$150 for non SMC or HBA members

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404-763-2453, email Kailey Murphy at kmurphy@hbag.org to register or for more information.

GUILD QUALITY

