

MARKETING AND BRANDING ADVICE FOR THE REST OF US

Roberta Guise has answers about branding, promotions, getting known, being acknowledged as a leading authority, and using social media effectively.

KEY TOPICS

- How to find out what customers really want and value
- What to do to be sure one's marketing efforts pay off
- Effective marketing strategies in a Web 2.0 world
- Marketing pitfalls—what to do to avoid them and save a ton of money
- How to compete, get known and be visible in a noisy, competitive marketplace
- 3 key steps to becoming an innovative marketer
- Ways to care for customers to the point of obsession
- The 5 essential steps for successful women to become thought leaders



Roberta Guise

Small Business Marketing Expert

**Incisive.
Timely.
Thoughtful.**

*Let Roberta's ideas
capture your readers'
imagination.*

Marketing and PR expert *Roberta Guise* advises small business owners, independent professionals and non-profits on how to build a profitable stable of customers, save money on ineffective promotions, and get known through branding, precision marketing and public relations.

An award-winning marketer, Roberta also enables successful women to become thought leaders. For a lively mix of her ideas and opinions, read her articles at www.guisemarketing.com/bevisibleblog, and podcast profiles of influential women at www.guisemarketing.com/straighttalk



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