



Building Your Marketing Mix – Finding the Pieces That Fit



Cutting through the noise and the clutter with your marketing becomes more difficult every year. The solution isn't throwing more resources at the problem in the hope that it goes away. The answer comes from understanding the proper brand messaging and determining the most appropriate combination of tactics with which to communicate with your audience.

What You Will Learn

- **What is “Branding”**
- **How to understand and develop your Brand.**
- **How to develop the proper “message” for your Brand.**
- **Developing the proper Marketing Mix for your *unique* Brand.**
- **Picking the proper tactics to deliver your Brand’s unique message, despite your budget!**
- **Tracking the results of your Marketing Mix.**

Who Should Attend

- **Marketing professionals at all levels**
- **CEOs and other “C” level executives that care about the Brand**
- **Future leaders and managers**

About Your Facilitator

Ken has more than 20 years of experience in helping organizations make money, save money, and survive internal challenges and tough economic conditions.



As a facilitator for training and strategic planning sessions and an expert in brand concept, marketing and management, Ken has helped hundreds of organizations since 2001. In addition to his career of working with CEOs, CFOs and COOs, he has also served as an executive of three different financial institutions throughout the country and has assisted many small- to medium-sized businesses to reach new levels of effectiveness.

Ken is also a co-founder of the Police Officers’ Credit Union Conference and author of *The Pocket Guide to Strategic Planning: The 90-Day Quick Fix for the Business Owner or Manager* and *The Strategic Planning Workbook and Guide for Financial Institutions*. His articles have appeared in many trade publications including *The Credit Union Journal* and *ABA Bank Marketing*. Born and raised in Chicago, he earned a Bachelor of Science in Finance and an MBA in Entrepreneurship from DePaul University as well as a Certificate in Integrated Marketing from the University of Chicago.