

YOU'RE INVITED TO THE 2<sup>ND</sup> ANNUAL

21<sup>st</sup>

# Century MARKETING FORUM

Sponsored by Vistaprint and the Lexington Chamber of Commerce

**PLEASE JOIN US** for an evening of marketing presentations, business-to-business discussion and networking.

Attend a variety of presentations on the advertising challenges and solutions small businesses face today. Plus, ask questions and get feedback on your own advertising materials from marketing experts, designers and copywriters.

We're offering two presentation tracks from which you can choose. All presentations will be recorded and made available after the event. See below for descriptions of the two tracks.

**WHEN:** Tuesday, February, 7 2012 4:30 – 8:30 p.m.

**WHERE:** Vistaprint 95 Hayden Avenue, Lexington, MA

Drinks and appetizers will be served.

**PLEASE R.S.V.P. AT** <http://vistaprint.eventbrite.com/>

A \$10 donation to the Lexington Chamber of Commerce is required. Space is **extremely** limited, so R.S.V.P. today!

## Track 1: Marketing Essentials

This session will focus on establishing your business identity and creating a marketing plan that will help you increase awareness about your business.

### Presentation topics will include:

- Establishing a business identity
- Differentiating yourself from other businesses
- Creating a successful website
- Using social media to create awareness

For more information, visit <http://vistaprint.eventbrite.com/>

## Track 2: Beyond the Basics

This session will focus on how to retain customers and how to increase their loyalty and the amount they spend with you.

### Presentation topics will include:

- Targeted and seasonal marketing planning
- The ins and outs of email marketing
- Using direct mail effectively
- New social networking tips and tricks