



NARSA **BUSINESS** **SEMINARS**



Business to Business (B2B) Marketing Basics and Using Social Media for B2B Marketing Success

March 14 to March 16

**Hilton DFW Lakes Executive Conference Center
1800 Hwy 26 E • Grapevine, Texas 76051**

Schedule:

Wednesday, March 14

4 p.m. to 6 p.m. Sign
In and Pick Up Course
Materials

Thursday, March 15

Breakfast
Classes
Group Luncheon
Classes
Group Dinner

Friday, March 16

Group Breakfast
Classes
Group Lunch
Classes
Program concludes
at 4 p.m. Departure.





NARSA BUSINESS SEMINARS

NARSA Business Management Seminars are designed to provide business owners and managers with valued information and tools in a short, compressed and efficient format. These two day (16 class room hours) power packed sessions are limited in enrollment to provide a high quality learning environment.

Business to Business Marketing Basics and Using Social Media for B2B Marketing Success

1. Fundamentals of B2B Marketing
2. Planning for B2B Marketing Success
3. B2B Lists and Data Base Marketing
4. Offers and Promotions that Generate Sales and Customer Loyalty
5. Writing Compelling and Creative B2B Copy
6. Secrets to Successful Graphics Design
7. Perfecting the B2B Mail Package that Always Gets Open
8. Testing and Analysis
9. Social Media

Who should attend?

Business owners and managers responsible for growth, development and management in firms that specialize in providing cooling system service and thermal management solutions for automotive, over the road trucking, heavy equipment, power generation and energy exploration industries.

Tuition and Lodging:

NARSA Members and their staff: \$525 per person (additional people from same business \$495 per person) plus lodging. \$139 plus taxes per night, recommended stay Wed and Thurs nights.

Nonmembers: \$675 per person plus lodging. \$139 plus taxes per night, recommended stay Wed and Thurs nights. .

Tuition includes: registration for sessions; handouts; round trip transportation to and from DFW airport; breakfast, lunch and dinner on Thursday; breakfast and lunch on Friday; refreshment breaks all day Thursday and Friday.

Registration deposit of \$200 per person is needed. The balance is due Feb. 15, 2012.

Room rates at the DFW are \$139 per night plus taxes. Parking is free. Reservations should be made directly with Hilton DFW Lakes Executive Center by calling 800-984-1344. Recommended arrival day of Wednesday, March 14 with check-out on Friday, March 16. You may wish to stay over Friday evening to enjoy the city and conference center amenities.

**Call Hilton DFW Lakes Executive Center
1-800-984-1344**

Tell them you are with NARSA



Business to Business Marketing Basics and Using Social Media for B2B Marketing Success

Course Description

This nine-part cutting-edge seminar will teach you the techniques, skills and strategies you need to create winning B2B direct marketing campaigns. This complete course on effective B2B marketing will drive sales, increase customer loyalty, and make your marketing campaigns more effective and profitable.

Course Objectives

This hands-on, interactive course will immerse you directly into the core of B2B marketing. Attend this class and you will:

- Master the techniques for managing any size B2B marketing campaign
- Discover how to target your audience and get the right lists
- Understand the creative process that gives form to your ideas
- Be able to accurately analyze your results

- Have an understanding and working knowledge of social media marketing
- Be able to accurately analyze your results from social media marketing

Agenda

I. Fundamentals of B2B Marketing Success

- Know when you should use B2B marketing – and when you shouldn't
- B2B vs. B2C
- Learn how and why B2B marketing differs from other marketing practices
- Identify the key characteristics of B2B marketing
- Understand why B2B marketing is effective in building brand loyalty and locking up customers

II. Planning for B2B Marketing Success

- Know how to integrate your B2B marketing strategy with your existing sales objectives
- Build brand awareness through B2B marketing
- Define and set objectives for your B2B initiatives
- Find out if you should advertise in trade or consumer publications
- Forecast, cost and budget your campaign
- Know the 5 expectations of B2B marketing campaigns

III. B2B Lists and Database Marketing

- Know whether you should compile your lists on your own or go through a broker
- Identify the characteristics of a high-quality list broker and what they can do for you
- Learn to develop your own database, where to start, what data to collect and how to organize and retrieve it effectively
- Get 5 profitable prospecting tips
- Understand how to manage and interpret your customers' demographic and psychographic data

IV. Offers and Promotions That Generate Sales and Customer Loyalty

- Don't overlook the small stuff: Understand the effect that payment, terms, price, features and guarantees have on your offer
- Learn 4 devices that will spur your customer into ACTION
- Create practical premiums that will boost your response rates but don't "cheapen" your product
- Ensure your offer acts like bait to your customer and NOT a red herring!
- Discover solutions for selling something when your offer of the product doesn't have an obvious USP (Unique Selling Position)

V. Writing Compelling and Creative B2B Copy

- See the differences between B2B and B2C copy
- Features vs. benefits - know how to focus on the benefits and not merely list your products' features
- Recognize when you've written enough copy
- Know why outstanding advertising copy is usually unacceptable B2B marketing copy
- Identify 5 ways to edit your copy for before it goes to layout

VI. Secrets of Successful Graphic Design

- Learn the prime directive of B2B marketing design
- Know why the medium you choose to contact your customer is crucial
- Learn type and layout tricks that increase comprehension and results
- Improve readability – even if you think it's already good
- Use color more effectively

VII. Perfecting the B2B Mail Package That ALWAYS Gets Opened

- Self-mailer vs. the envelope package – know which works best for which situation
- Learn surefire envelope teasers that will get your package opened

- Discover how to integrate multimedia into your package
- Letter by itself? Letter with brochure? Brochure alone? Know what should impact your decision
- Understand the effect of personalized pieces

VIII. Testing and Analysis

- Learn the fundamental rules of testing
- Determine what you're going to test and when
- Ensure your sample size is big enough to give your numbers validity
- Get reliability of results and test controls
- Learn to create on-going testing programs

IX. Social Media

- What it is and what it does.
- How it applies to B2B marketing, and consumer marketing
- Finding a platform that works
- Get tips from award-winning programs
- Learn how to measure success.

Ted Janusz

Meet your instructor:

It's not because Ted Janusz has delivered nearly 500 full-day seminars in 49 of the 50 states, across Canada and Puerto Rico. It's not because he was invited to share his business insights on Geraldo at Large on the Fox News Network.

It's not because he writes a regular column on improved ways for you to market your services for the monthly periodicals of national and international associations. It's not even because he has earned his MBA in Marketing from the University of Pittsburgh. Nor is it because he produced the "Social Media Marketing Guide" for the International Parking Institute.

No, the reason that the workshops delivered by Ted Janusz regularly sell out is because he is a dynamic, engaging facilitator who delivers no-nonsense solutions on how you can improve the way you promote your business. The result of his highly interactive, fast-paced sessions is that attendees take ideas back to the shop and immediately start driving their bottom lines upward.



About the Hilton DFW Lakes Executive Conference Center

The award winning conference center is located just five minutes from the Dallas/Fort Worth International Airport in Grapevine, Texas. It combines executive, conference center facilities with a beautiful resort hotel. Overlooking a private lake on 90 forested acres, the Hilton DFW Lakes Executive Conference Center offers the services and amenities expected of a successful business hotel, as well as a vacation resort. In addition, executive guest rooms provide extra space and numerous upgrades for a truly pampered experience. Taste the best of Texas in the Vineyard Restaurant or unwind in the Sports Bar, Bonnie & Clyde's. The Hilton Lakes Tennis and Sports Club helps travelers keep their physical edge.



**Call Hilton DFW Lakes Executive Center 1-800-984-1344
Tell them you are with NARSA**