



Tips & Hints For Sales & Social Media Marketing In A Recession

Learn the 1-2 punch for sales and social media marketing in a recession! This exciting new event brought to you by TIE Florida and moderated by Andy Martin of Al Dente Marketing, is for members and non members alike.

Jul 23, 2009 – Orlando, FL – This not to be missed educational sales and marketing event appeals to anyone wanting to “ignite their business” and drive success during this economic downturn. The featured panelists are Nick Nanton Esq., CEO, Celebrity Branding Agency and Eric Shulman, Owner, Sandler. The event is scheduled for Wednesday August 5th from 6.30pm-9pm at the Sheraton Orlando Downtown.

So what are the punches you’ll learn all about?

Punch One..

Make social media marketing work for YOU! You’ll learn the ins-and-outs of social media as part of your marketing mix — from development and implementation to measurement. Social media and branding expert Nick Nanton will share best practices, case studies, research and takeaways to help you figure out the best social media strategies and tactics for your own business.

Punch Two...

What if you had the opportunity to learn the skills that would make an immediate and lasting impact to your sales results - even in these tough times? What if you could increase your sales by 5%, 10% even 25% in 2009? Eric Shulman, a time tested and results driven sales guru, will deliver the proven sales secrets to allow you to unlock your full potential.

In one intensive event, you’ll engage with sales and marketing gurus and walk away supercharged with skills you can apply the next day to increase your sales and marketing efforts in any business large or small. As always networking, appetizers, learning...

“It is especially important for business leaders at this time to not rest on their laurels, but instead continue to invest in new sales and marketing ideas” said Mr. Martin, president of Al Dente Marketing. ***“Historical data tells us that companies who continue to market aggressively during recessions come out ahead of their competition when the economy moves into recovery.”***

So, get the winners edge and come and join this summer’s not-to-be-missed marketing and sales event, get the opportunity to learn, network and socialize with other like minded business leaders and marketing gurus. To register for the event, please click here: <http://www.123signup.com/register?id=jxhbm>

About Al Dente Marketing

[Al Dente Marketing](#) is a high-octane marketing consulting firm providing solutions that ignite aggressive revenue and profit growth. Everything we do is geared to help clients sell more, to more customers, more often. We recognize that results matter, and the rest while interesting, is academic. As our name implies, Al Dente provides just the “right amount” of analysis, innovation and execution to drive performance.

Our expertise comes from our ability to adapt world-class, Fortune 500 techniques to entrepreneurial and mid-sized firms. We are not career consultants. Our marketing and insights practitioners have track records of building brands, products, and services to create breakthrough outcomes across diverse industries and cultures. We have been in your shoes, delivered results and know how to win.

About TIE Florida

TiE Florida is a non-profit organization whose mission is to foster entrepreneurship and to nurture the next generation of entrepreneurs. The Florida Chapter is part of a global network of TiE members that comprises 53 chapters in 12 countries. An integral part of the TiE mission is to bring together high achievers for the purpose of networking, developing ideas and talent.

TiE Florida achieves its mission through scheduled events and informal mentoring activities that make it easier for entrepreneurs to gain information, connections, advice and inspiration to help further their success. Our monthly meetings serve as forums for invited speakers and attendees to share their experiences, thereby stimulating thought, learning, discussion, and networking with other entrepreneurs. This philosophy applies to those that are already established or just getting off the ground, and entrepreneurs who are driving change within corporations.

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