



Marketing Specialist Workshop

The recent industry-wide shift in the perception of marketing has resulted manufacturing companies growing their marketing departments. Marketing Specialist is the #2 most desired position in marketing this year (BizTimes, 2017), and many manufacturers are adding marketing positions (director, manager, specialist, coordinator, e-commerce, etc.) to their staff.



With the growing number of people in marketing positions, this year at Manufacturing Matters we wanted to offer a workshop designed to support new and growing marketing departments.

Often, in the Marketing Staff role, you're responsible for successfully implementing marketing tactics, but likely weren't provided a strategy or plan to follow. More than likely, you've been asked to "get on social media," without further detail on why or who you should be growing engagement with.

If you're excited about the prospect of having a strategic plan and enthusiastic about improving your processes, this workshop was designed for you.

You'll learn:

- How to tie social media (and marketing tactics) back to business growth goals
- How to target marketing to your best prospects
- How to develop a quarterly plan for your marketing initiatives
- How use social media and other marketing platforms in manufacturing
- Industry-wide best practices for connecting with your target customers

By the end of this workshop, you'll have a clear picture of who you're marketing to, how to connect with them, and how to report to your CEO or Marketing Leader.

Lunch will be included



For more information, contact: **Tammy Schwarzbauer**, Client Services Specialist at: 920.915.2582 | schwarzbauer@WMEP.org



Katie Felten,
Marketing
Strategist

Session Information

February 28th
8:30am - 3:30pm

Hyatt Regency
333 W Kilbourn Ave,
Milwaukee, WI
414.276.1234

Cost: \$250



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