

Reinvent The Way You Think About Marketing



KEN STRAM, a “dynamic” and “compelling” speaker, has presented to thousands of small business owners and entrepreneurs. He has also conducted hundreds of in-depth communications training sessions for small business owners, marketing and business development professionals, and senior-level executives from wide variety of industries and organizations.

“Great presentation. Lots of energy. Great information and excellent reference material. He was very organized and communicated well. I got more than I expected.”

Ken’s Most Requested Presentations & Trainings



Reinvent The Way You Think About Marketing

This presentation will provide the overarching context and tips, tricks, and guidelines to supercharge a company’s marketing efforts. Participants gain knowledge, new perspectives and practical tools in the following areas:

- Key points you must be able to articulate about your business
- How to choose the right tactics for your target market
- How to plan, evaluate, and monitor your marketing efforts
- How to think about marketing as a value driver

Who’s Your Jenny? How To Identify Your Target Market



This interactive workshop will teach small business owners how to paint a clear and specific picture of their ideal customer. Arriving at a clearly defined target audience will help business owners:

- Choose the most appropriate messages, tactics, and brand images
- Make decisions about how to spend your limited marketing budget
- Grow the business of your dreams

Social Media Marketing

This interactive presentation will inspire audience members to take a deeper dive into social media marketing. This session will help participants:

- Integrate social media into their current marketing efforts
- Set goals, establish benchmarks, and monitor progress
- Leverage social media to engage and enlist a community of ambassadors
- Build an easy-to-implement dashboard monitoring system that connects outreach efforts to the bottom line
- Develop a systematic approach that accelerates word-of-mouth communications and drives value for the business

Advanced Social Media Marketing

This full-day, in-depth social media training workshop will give participants the tools and the confidence they need to launch and maintain a comprehensive social media marketing campaign. The workshop covers:

- Traditional marketing vs. social media marketing
- Different types of social media tools
- How to choose the best marketing tactics for your organization
- How to write effectively on social media
- The nitty-gritty of the key social media tools
- How to produce a long-term marketing calendar



Some Past Audiences:

Biz Tech Day • Capital Business Expo • International Exit Planning Institute Conference • KIMCO/SBDC Startup Boot Camp • Many Faces. One Dream. • Mission Economic Development Agency • Renaissance Entrepreneurship Center • U.S. Small Business Administration • San Francisco Small Business Week • San Francisco Small Business Development Center • University of San Francisco • Urban Solutions • Working Solutions • Young Nonprofit Professionals Network

What People Have Said About Ken's Workshops And Presentations:

- "Confident speaker; valuable & pragmatic information."
- "Knows his subject very well! Quick, smart, on top of it."
- "He was very interesting, informative, and entertaining!"
- "Ken was passionate, informative, and provided useful exercises."
- "Enjoyed speaker's passion for the subject. Thanks, Ken!"
- "I am so thankful that I attended this workshop."
- "Excellent speaker. He knows his content very well."
- "I will refer this course to everyone."
- "Very encouraging and helpful. A lot of energy!"
- "Great! Lots of good information. Very interactive."
- "Well organized, very knowledgeable, extremely sharing."
- "Very good presentation. Lots of good ideas – plenty to think about and get started with. Practical, too."
- "Ken was excellent! The material was very helpful, especially the real life examples in spreading communications messages. Really like the formula for the umbrella message."
- "Great workshop, lots of information. I will be back for another from this instructor."
- "Really excellent! Clear, concise, focus on important points. Thank you!"
- "Very enthusiastic and compelling speaker. Lots of useful information."
- "Great workshop! Ken provided superior information on market segmentation AND marketing tactics as well as ways to develop integrated approaches for successful marketing campaigns."
- "Engaging and informative. Interactive approach is effective."
- "Very confident about the presentation. Very engaging and knew what he was talking about. Strong public speaker."
- "He was not only very informative, but very attentive in terms of taking questions and providing answers and feedback".

"People truly loved the day of sessions and I know yours was one that proved to be a great success! Hopefully we will see you next year!"

**— Allison Schaefer, Straus Events,
Small Business Week**



Book Ken Today!

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