



North Star Marketing Seminar for Maine's Boat Building and Marine Trades Industry

Tuesday, December 8

8:30 – 1:30

City Hall, Ellsworth, Maine

Underwritten by Maine's North Star Alliance Initiative

**A FREE Day of Marketing and Media Training for Owners and Staff
of Boat Building, Marine Trades and Composite Businesses in Maine**

AGENDA

8:45 **Welcome: Jane Wellehan, President, Maine Built Boats**

9:00-10:00 **Session I – Pick One**

A. SEO- Search Engine Optimization with Rich Brooks at Flyte Media. You know that search engines can provide your business with loads of new prospects, but why aren't you getting as much traffic as you'd like? What can you do to increase your search engine visibility? In this seminar, you'll learn how to improve your organic search engine ranking and drive more qualified leads to your Web site through key word terms, page changes, incoming links, and the Do's and Dont's of SEO.

B: The Craft of Communication: Sharpening Your Skills for Success with Nancy Ansheles of Catalyst & Company. Think about it. How much of your business is spent talking with current and potential customers, vendors, employees? Whether it's soliciting new projects at a trade show, confirming a customer's needs for a current project, requesting rush orders, or even delivering bad news, your communication skills are critical. In this highly interactive and engaging workshop, you will identify and discuss the foundation of effective communication. We'll examine specific words/phrases, body language, and tone that you can use to build your relationships and strengthen your business.

10:15-11:15

Session II – Pick One

A. Blogging and Social Media with Rich Brooks of Flyte Media. Companies of all sizes are reaping the benefits of having a business blog. Blogs allow you to communicate directly with prospects and clients, establish your expertise and credibility, and improve your search engine visibility. They're essential for lead generation and sales & marketing. Attendees will learn:

- How to setup and use a blog
- How to use a blog to increase your search engine visibility
- How a blog can help you establish your credibility
- How to generate more incoming leads with a blog
- How to engage prospects and customers through your blog
- Why a blog beats a Web site and an email newsletter

B. Digital Photography 101: World class marine photographer Alison Langley will lead this hands-on workshop about digital photography. You will learn how to take better pictures, how to take “bigger” pictures and what is a mega pixel

11:30-12:30

Session III – Pick One

A. Press Releases & Press Kits – Jane Wellehan of Maine Built Boats will share the basics of how to write them, make them, and use them to talk to the press. Bring a press kit and recent press release if you have any to share

B. Email Marketing– Ross Lasley from the Internet Educator will teach us about the whys and hows of email newsletters, including when to send, how to gather names, and a demo of Constant Contact.

12:30

Lunch

Reservations are required. Call Jane Wellehan at 899-7570 or jane@mainebuiltboats.com to reserve your space today!

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