

# Speaker Info

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ELIZABETH PAMPALONE - ABSOLUTE MARKETING



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## ◆ BIO

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Elizabeth Pampalone is an International Speaker, Successful Entrepreneur, and Expert Marketer with over 20 years of experience.

Her innovative approach helps overwhelmed business owners and burnt-out nonprofit directors to achieve the success and freedom power of Absolute Marketing™.

She shares with attendees how to harness the power of the foundational aspects of marketing and achieve the results they desire.

# TALK OPTIONS

## SEMINAR | LECTURE | 30min - 2 hrs

A seminar can be boring and slow, Not ones taught by Elizabeth Pampalone! She keeps the energy going with actionable steps the attendees can take while informing the beginners all the way through sharing helpful insights with the advanced students. She also inserts exercises the students can do for "homework" or during the session, depending on time allowed. This lecture style talk is anything but a lecture.

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## WORKSHOP | HANDS-ON 4 - 8 hrs

Elizabeth's unique exercises and hands-on learning will inspire and inform any level of learner at this type of event. She uses a one room school house approach to assist beginners and answer the questions of the advanced students. These sessions are designed to provide students with a few small wins of progress so they are confident and inspired to continue on their own after the session!

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## TOPICS

- Branding
  - Website
  - Social Media
  - Blogging
  - Email Marketing
  - Podcasting
  - Memberships
  - Motivational | Entrepreneurship
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## Optional Course Materials

Attendee access to the  
Self-Paced Branding Course

The course includes these videos and worksheets:

- Video Training on Creating a Connected Brand
- Brand Basics Workbook
- How to write your elevator pitch workbook (fill-in the blank)
- Color and Font Psychology Guide

\$50/ Attendee

# BRANDING

"CREATING A CONNECTED BRAND"

Doing everything right when it comes to marketing, yet still not getting the business you want or feel you deserve? From Mindset to Marketing strategies, Elizabeth will share how to create a CONNECTED BRAND. If you are looking to brand yourself, start a business, or even if you are already in business, this session will boost your brand awareness and give you the insight you need to confidently create a CONNECTED BRAND. A CONNECTED BRAND is paramount when achieving success in any industry or capacity. Your brand is made up of 3 things, Who/Why you are, What you do, and Who you share it with. It should provide a single, unified image that represents the "face" of your business to your potential customers.

### WHAT IS COVERED:

- Why do you need to develop a plan, and where to start?
- Target Market Analysis
- Writing your Vision & Mission Statements
- Logo Design, Collateral & Sales Materials
- Tools to Use

**AUDIENCE:** This talk is geared towards professionals and business owners who are looking to build or upgrade a personal brand or a business brand.

**TAKEAWAYS:** Each attendee will walk away with an outline of a full brand that can be completed in one day.

## Optional Course Materials

Attendee access to the  
Self-Paced Website Course

The course includes these videos and worksheets:

- What platforms to use
- How to design your website before designing
- How to use Stock photos
- Best tools and subscriptions to use
- Usability Testing

**\$50/ Attendee**

# WEBSITES

"WEBSITES THAT CONVERT"

Getting leads to your website and converting them to customers can be one of the most frustrating things one faces when it comes to marketing. This talk will cover how to build a customer-friendly website and the best practices for sites today. You will learn about - User Experience, Usability, Creative Conversion Strategies, Content Planning & Creation, and Website Building Tools to Use. We will walk through a website step by step.

"It is my strongly held belief that your website should not be something else you have to manage, it should be working FOR you." says Elizabeth Pampalone.

With your brand established, this workshop will cover how to build a customer-friendly website and the methods to use to measure its effectiveness.

### **WHAT IS COVERED:**

- Site elements for EVERY website / User Experience
- Content Planning and Creation
- Website Building Tools to Use
- Live Site Audits of a few lucky participants

**AUDIENCE:** Attendees ideal for this talk are business owners and independent contractors / freelancers who are looking to get the most out of their website as an automated marketing tool.

**TAKEAWAYS:** Each attendee will walk away with strategies and tactics they can use to adjust their websites to convert more potential leads to customers.

## Optional Course Materials

Attendee access to the  
Self-Paced Social Media Course

The course includes these videos and worksheets:

- Social Media Crash Course
- What platforms to use
- How to use Social Pilot social media scheduler
- What to post, When to post it
- Ways to streamline your social media life
- How to create effective Facebook Lives

**\$50/ Attendee**

# SOCIAL MEDIA

"ALGORITHM PROOF SOCIAL MEDIA"

Social media is probably the last thing on your to-do list at the end of a day or week. Yet, it probably also is the first thing on your mind. For most small business owners, these two things never sync up and it stays unfinished and becomes stressful.

Social presence is the ability to create awareness for your business into a community of target customers. This takes your content to the next level by translating content information into customer engagement.

Elizabeth will share her proven formula for creating 6-12 months of evergreen posts for social media. She will also share with the attendees some of her favorite tools and tricks on creating 1 year of content in no time.

### WHAT IS COVERED:

- Which platforms to choose
- Developing a Social Calendar
- What to Talk About
- Driving Engagement
- What Not to Do
- Tools to Use

**AUDIENCE:** This talk is for professionals and business owners who wear the marketing hat and are looking to reclaim their time and resources with an easy to follow and actionable plan.

**TAKEAWAYS:** Each attendee will walk away with a social media strategy that can be completed in one day.

## Optional Course Materials

Attendee access to the  
Self-Paced Blogging Course

The course includes these videos and worksheets:

- How to create epic blog titles
- Easy ways to create blog graphics
- Best tools and practices
- Create a Content Calendar for current and future use
- Create, Write, Brand, and Schedule 12 months of Posts

**\$50/ Attendee**

# BLOGGING

"BREAKING DOWN THE BLOGGING BARRIER"

Blogging is how the internet got its start. With the ever changing algorithm, SEO has become somewhat of a moving target. But we know that if we create helpful meaningful content Think you have nothing to write about? Think again. This session will help you determine the elements to a good blog post. You will learn how to write a blog post in 10 minutes or less!

Businesses use content marketing to build an audience and to achieve a profitable result. Blogging is one of the easiest and most misused outlets for brand awareness and engagement. This workshop will cover how to create a blog that will help drive traffic to your website as well as:

### WHAT IS COVERED:

- How to Blog in 10 min
- Best Blogging Topics
- Crafting Catchy Headlines
- Utilizing your Press
- Transcription
- Tools to Use

**AUDIENCE:** This talk is for professionals and business owners thinking that they are not able to write at all let alone 12 months of blog posts in one sitting.

**TAKEAWAYS:** Each attendee will walk away with blogging ideas, titles, and a formula for how to write a post in 10 min or less.

## Optional Course Materials

Attendee access to the  
Self-Paced Email Marketing Course

The course includes these videos and worksheets:

- Writing subject lines that get opened
- How to use the Mailerlite Email program
- Easy ways to create stunning graphics
- Best tools and practices
- Create, Write, Brand, and Schedule 12 months of Email Campaigns

**\$50/ Attendee**

# EMAIL MARKETING

"LEVERAGING AUTOMATED EMAIL MARKETING"

Some say email is dead. I have one question for them: What did you do the first thing this morning, and likely multiple times in a day? CHECK EMAIL. It is easier than you might think to capture the attention of someone via email. When you target your ideal client with informed and meaningful content, this medium is a gold mine! This automated approach takes a huge amount of work out of the process and leaves you with solid leads and greater brand awareness. Your brand needs to be a single idea or theme promoted through multiple media channels. Email marketing is NOT a dead channel. It is very much alive.

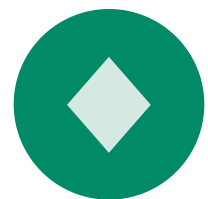
### **WHAT IS COVERED:**

- Creating an Opt-in
- How to build a list
- Designing an email campaign
- Creating a Drip Campaign
- Tools to Use

**AUDIENCE:** This talk is for professionals and business owners who are looking to mine their email lists for potential clients and repeat sales.

**TAKEAWAYS:** Each attendee will walk away with an email marketing strategy that is targeted, automated, and can be completed in one day.





# MARKETING

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IT IS OUR GOAL TO HELP YOU PROMOTE THIS EVENT. WE WANT THIS TO BE AS SUCCESSFUL AS YOU WANT IT TO BE. WE WANT TO FILL ALL THE SEATS YOU HAVE AVAILABLE IF POSSIBLE! BELOW ARE THE WAYS WE AIM TO HELP DO JUST THAT!

## ◆ FACEBOOK, INSTAGRAM, LINKEDIN - 6K FOLLOWERS

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WE WILL SEND 4 REGISTRATION POSTS TO OUR FOLLOWERS DURING THE REGISTRATION PERIOD FOR THE EVENT

## ◆ EMAILS TO 2,500 TARGETED LIST

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WE SEND EMAILS TO OUR AUDIENCE 2 WEEKS PRIOR, 1 WEEK PRIOR, AND 1 DAY PRIOR TO EVENTS

## ◆ INTRODUCTION VIDEO CREATION

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ELIZABETH WILL RECORD A VIDEO TO INVITE ATTENDEES TO YOUR EVENT USING HER TALK AS A POINT OF HIGHLIGHT WHICH SHE WILL USE THE VIDEO FOR PROMOTION AND YOU WILL ALSO BE PROVIDED THE VIDEO FOR PROMOTIONAL PURPOSES.



# PRICING

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## ◆ WITH PROMOTION - \$5000

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ELIZABETH WILL

- PERFORM ALL OF THE MARKETING TASKS ON THE MARKETING PAGE
- PREPARE FOR AND SPEAK AT THE EVENT

## ◆ NO PROMOTION + ATTENDEE LIST - \$2700

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- ELIZABETH WILL PREPARE FOR AND SPEAK AT THE EVENT.
- THE HOSTING ORGANIZATION WILL PROVIDE ELIZABETH WITH A LIST OF ATTENDEES AND THEIR EMAIL ADDRESSES AT THE END OF THE EVENT.

## ◆ NO PROMOTION + ATTENDEE LIST - \$1500

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- ELIZABETH WILL PREPARE FOR AND SPEAK AT THE EVENT.
- THE HOSTING ORGANIZATION WILL
- PROVIDE ELIZABETH WITH A LIST OF ATTENDEES AND THEIR EMAIL ADDRESSES AT THE END OF THE EVENT.
  - SHARE ELIZABETH'S PODCAST CONTENT ON THEIR CHANNELS VIA RSS FEED FOR 6 WEEKS FOLLOWING THE EVENT.