



Matawan-Aberdeen Chamber of Commerce

Building a Strong Business Community Since 1968

Morning Marketing Conversations

Conversation Calendar

Date	Topic
September 13, 2017	"If you fail to plan, you are planning to fail." – <i>Benjamin Franklin</i> - Why You Need a Marketing Plan and How to Write One
October 18, 2017	It's About You Not I/We - Keeping Customer Focus in Your Marketing Content
November 8, 2017	Digital Marketing Starts with Your Website
December 13, 2017	Social Media – What It Takes to Get It Right
January 10, 2018	Internet Advertising, Reviews and Search Engine Optimization (SEO) – Getting Found in the Digital Marketplace
February 14, 2018	Email – A Vital Component of Your Digital Marketing
March 14, 2018	Hot Trends: Video – Customers Want Authenticity
April 11, 2018	Traditional Marketing Still Needs to be Part of Your Marketing Promotion
May 9, 2018	Taking the Mystery Out of Metrics - Why Your Need to Analyze Results

The conversations will run from 8:00 am until 9:30 am on the second Wednesday of each month except as noted on the calendar from September 2017 – May 2018. They will be held at Quality 1st Basement Systems, 359 Route 35 South, Cliffwood in their state-of-the-art training room

A special thank you to Quality 1st Basement Systems for sponsoring and hosting Morning Marketing Conversations!