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Seminar Guide

Any training seminar program offered today has to take into account that people have various levels of interest. Some want a passing knowledge, others a deeper step into the ideas being offered. A few are committed to find out all they can know and want to make a deep commitment to the new ways of thinking and doing being offered. We accommodate all comers!

Little or No Commitment

1. "Grow Your Business with E-mail and Social Media" 30-60 minute presentation on how the Internet has changed small business marketing. Examples given and resources offered.
2. "Five Myths of Social Media" 20-30 minutes to examine what are the false ideas about how to use or misuse social media.
3. "Showcase Your Business with Public Speaking" 30-45 minute presentation and reflection by public speaker who was definitely not a "born" speaker. Tips on preparing to speak for your business or organization.

Larger Commitment

1. "Grow Your Business with E-Mail and Social Media" A Constant Contact seminar that lays out what help a professionally done e-mail marketing program can do to generate business and have a positive impact on revenue. 45-90 minutes with examples. Resource page available and information about a free trial.
2. "Engagement Marketing: How to Develop Distinction for Your Business" A small business marketing seminar featuring how a small business owner can take advantage of the power of the Internet. 45-90 minutes, training session format with discussion about marketing, customer service and a checklist of things to do after the session.
3. "Showcase Your Business with Public Speaking" an interactive approach to offer attendees a plan to improve their performance and includes personal follow-up.

Dedicated Commitment

1. "Grow Your Business Workshop" A 3 hour experience with hands on activity in which attendees leave with a e-mail marketing template and will publish their first e-mail newsletter. They will have an understanding of how professionally done e-mail is developed and have a plan in place to use it effectively. There is a follow-up to discover any "road blocks" to progress. There is a preliminary session to discuss marketing strategy and plan of action. Extensive resources are given and access to proven tools. Session includes a video production and how to use video in an ongoing program of marketing excellence.
2. "Masters-Marketing" is an ongoing networking meeting to feature in a ongoing basis the changing nature of small business marketing. Suggestion of meeting for at least an hour once a

month. Other features might include an inspirational moment and “spotlight” of one of the member’s businesses.

Suggested Plan: Many groups could benefit from a brief overview type session and we will work with key leaders to plan a series of sessions to cover e-mail, blogs, web sites and social media. Today’s small business owners have a lot of tasks to accomplish. Our approach is to integrate what is already happening with what needs to happen.

Investment: Fair and determined to give best value for the expertise offered. We will work with a group or individual to offer fair compensation based on time and travel required. We can make this a revenue opportunity for a group or individual.

I look forward to exploring this opportunity with you and your group.

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