

# BOOK ONE OF THE COUNTRY'S FOREMOST EXPERTS ON STRATEGIC ALIGNMENT AND REVENUE GROWTH



Hear Terry Soto's dynamic assessment about how the U.S. marketplace is the evolving and guidance on what these changes mean for marketing, sales, and customer experience for industries like yours.

- Hospitality
- Finance and Banking
- Retail
- Health and Beauty
- Travel and Tourism
- Automotive
- Food and Beverage
- Healthcare

## SPEAKING TOPICS

### MOVING THE NEEDLE THROUGH POWERFUL CONTENT MARKETING

According to The CMO Council, marketers will soon spend over 50% of limited marketing dollars on content marketing, yet only 35% of marketers can demonstrate the impact generated by content marketing efforts. In this talk, marketers will learn the following:

- What content marketing is and is not meant to do
- How to align content with business goals and the customer journey in a measurable manner
- How to implement a systematic diagnostic process that determines content marketing effectiveness
- How to optimize content for maximum engagement and sales results

### THE CUSTOMER EXPERIENCE: NO LONGER THE SOLE REALM OF MARKETING

Marketers are being tasked with ensuring a positive customer journey, but this requires aligning marketing strategies and collaborating with often siloed back-end operations. In this talk, marketers will learn the following:

- How to advocate for the customer experience across product, sales, service and back end operations
- How to effectively communicate the WIIFM (What's In It For Me) that will mobilize internal partners to work in unison
- How to gain senior leadership commitment to guide, communicate and measure the impact of alignment
- How to develop a process to manage internal alignment that effectively supports a positive customer experience.

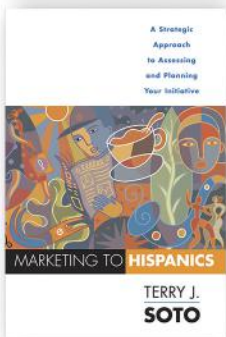
AS FEATURED IN

**Forbes**  
com

**AdAge**

**MarketWatch**  
THE WALL STREET JOURNAL

THE  
**HUFFINGTON**  
POST



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**AVAILABILITY**  
**Virtually, Domestically and Internationally**  
**Based In Los Angeles, California**

# About Marketing Solutions, Inc.

Terry Soto is CEO and Founder of About Marketing Solutions, Inc., a marketing strategy and implementation advisory firm in Burbank, California.

About Marketing Solutions, Inc. provides strategic intelligence about how the U.S. marketplace is evolving and guidance on what these changes mean for marketing, sales and customer experience strategy and implementation.

We focus on accelerating clients' top-line growth by ensuring strategic alignment, a brand's business, and marketing objectives, orchestrating collaboration between internal partners, applying a deep understanding of diverse consumer targets, leveraging applicable data analytics, and ensuring contextually relevant, engaging and measurable marketing implementation.

For 19 years, we've successfully helped many Fortune 1000 companies maximize marketing impact while maximizing limited budgets because we always keep two things in mind: 1) the business context in which our clients' brand strategies exist and 2) the importance of looking beyond the marketing organization to help ensure cross-organization support and alignment with strategies and implementation.

Our approach is holistic and our number one goal after working with a client is to have significantly improved their business condition.



*"Terry delivered on significant strategy shifting our recommendations for optimizing our position in this markets."*

— Verizon Wireless – Fortune 500

*"I've hired Terry several times and recommend her highly. She is very strategic, but also has a strong implementation focus."*

— ConAgra Foods – Fortune 500

*"Terry is unquestionably an authority in helping retailers understand what needs to be done to effectively increase sales among their diverse shoppers."*

— Nielsen Business Media – S&P 500



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