



Digital Marketing Series



Create: A marketing plan for the digital world

November 5, 2009, 8:00 – 9:30 a.m.

An introduction to marketing strategic planning for the digital world. Learn how to get started putting together your plan.

Location: PRISM Marketing



Integrate: Digital with your current marketing mix

November 12, 2009, 8:00 – 9:30 a.m.

An important discussion about how initiatives from the digital world can support and enhance your current marketing mix.

Location: New Albany Chamber Office



Explore: New-age marketing tools

January 7, 2010, 8:00 – 9:30 a.m.

A how-to session that will help you stay current with the latest digital marketing tools. Also, we'll address how to measure efforts, identifying ongoing opportunities and success.

Location: New Albany Chamber Office



Understand: The digital properties

January 14, 2010, 8:00 – 9:30 a.m.

A primer: Find out your options when it comes to all the available properties in the digital world.

Location: PRISM Marketing



Teach: The value of digital internally

February 4, 2010, 8:00 – 9:30 a.m.

It's digital education for the marketing manager. We'll take a look at how to educate co-workers and superiors about the value of adopting these tools.

Location: New Albany Chamber Office



Build: The brand via your digital role

February 11, 2010, 8:00 – 9:30 a.m.

Finally, a wrap-up and digital education for all of us – how can we help build the digital brand?

Location: PRISM Marketing

Sessions are \$25 each and benefit the Chamber's Technology Fund. Register with the New Albany Chamber at 855-4400 or online at www.newalbanychamber.com.



prismmarketing.com