



**Thursday August 20th
10am**

Sinclair Times

Darren Shapiro to Speak In Traverse City! Sinclair Sales Director to Address Integrated Marketing Opportunities



Darren Shapiro, the Director of New Business Development for the Sinclair Broadcast Group is hosting a VIRTUAL ZOOM Marketing Seminar for local businesses that are looking for the most comprehensive and up to date ways to market their business in the current economy.

Your LOCAL TV stations 7&4 and 29&8 are the hosts of this special presentation.

We are inviting YOU and other LOCAL business owners and TOP marketing decision-makers from across the region

to join us for an inside look at not only Local Television Advertising but also the latest trends in DIGITAL Marketing Solutions including but not limited to upgrading your website, Social Media and mobile marketing!

Harnessing the POWER of TELEVISION is just the start - Shapiro will discuss the best way to maximize your On-Line Digital Footprint - and how to take advantage of the world of DIGITAL MARKETING by Optimizing your Web Presence!

He will address how consumer's HABITS are changing the way they interact with businesses; HOW they are BUYING in this economy, and what YOU need to do RIGHT NOW to MIRROR CURRENT CONSUMER BEHAVIOR.

Darren Shapiro brings over 37 years of experience in the Marketing/Television Industry right to your front door.

Thirty (30) of those years have been spent working with Sinclair Broadcast Group - one of the largest independent owners of Television stations in the United States.

Currently, Sinclair owns and/or operates 191 television stations in 89 markets across the United States.

Mr. Shapiro has spent the better part of the last TWENTY years traveling across the country holding similar seminars for LOCAL business owners just like you.

Working hand-in-hand and face-to-face with literally THOUSANDS of Local Business Owners during seminars like this one has afforded Shapiro and Sinclair Broadcast Group the opportunity to help business owners solve nearly ALL of their immediate marketing problems facing them today.

If you want to find out the best ways to harness the incredible BRANDING power of TELEVISION; how to effectively market your business with the latest in on-line assets, as well as gain insight into how to use the latest DIGITAL technology available;

YOU DO NOT WANT TO MISS THIS PRESENTATION!

UpNorthLive cordially invite you to our upcoming VIRTUAL seminar

HOW TO IMPACT YOUR BUSINESS WITH INTEGRATED/OMNI-CHANNEL MARKETING

ZOOM MEETING link:..

<https://us02web.zoom.us/j/7754326597?pwd=MjVmS3l6MlFDb21ZRklwc1U3NWwUT09>

password 1234

THE PRESENTATION WILL LAST no more than 60 MINUTES

What Are Your Current Integrated Marketing Objectives?

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|-------------------------------|---|-------------------------------|
| Sell Product/Services Today | Using Couponing On-Line | Improve my S.E.O. Now |
| Get The Phone To Ring Today | What Level of Facebook Ads is Enough | Update my Current Website |
| Increase Market Share Now | How can I Acquire New Customers Now | Re-Targeting on the Web |
| Personalized Ads On-line | Can/Should I Advertise During Recovery | Measure/Track Results (CRM) |
| Test Local Television's Power | What is the Correct Message to Use? | Recapture Lost Customers |
| Improve Customer Retention? | Are There Ways to Improve Market Share | Build a Better Marketing Plan |
| Reach A Relevant Audience | Is Branding or Re-Branding the Way to Go? | What Can/Should I do Now |
| Optimize Your Web Presence | Should I be using OTT | Prioritize What I Need to do? |

Check 7 things you NEED your marketing to do for you. Then circle 3 of those 7 things that you need RIGHT NOW.