



BRIAN FOSTER

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My name is Brian Foster and I would like to share a few details about our business. I'm not trying to impress you, but I do hope to inspire you to join in our success. In 2002, my wife Becky and I, along with our business partner Cassie Davis, opened the Stars & Stripes from nothing more than an idea. We started with one facility, in Clarkston, MI, and in just five short years we expanded our business to include several kids' activity centers that serve thousands of students and enjoy millions of dollars in revenue.

We've been going strong for nearly a decade now and, most recently, we built a brand new facility from the ground up, to house the Stars and Stripes Kids Activity center. Check us out at www.Starsand-Stripeskids.com.

We are now in year 8 of this amazing journey, and we've taken on a new mission. We're creating a marketing team of businesses that work with kids. Our goal is to connect and market recreational and educational kid's activities from one central location on the web.

When we link together with one simple, radius based search, we work as a team to ensure that everyone's business grows. We also offer value to our communities by getting the word out about local classes and educational opportunities for kids. Just imagine what a powerful tool a website would be that gives parents instant access to the best local tutors, gymnastics classes, dance studios, swimming lessons, karate schools, cheerleading and much more, all in one central location, no matter where they live with the creation of www.GetYourKidsOffTheCouch.com.

--CLASS DESCRIPTION--

"Marketing Smart" strategies to self-sustaining enterprise

It is my goal to introduce you to technology that will streamline your efficiency and allow you to have more time to focus on other areas of your business. The proper use of technology can simplify and automate complex, unique and costly business processes, which leads to decreased costs and increased profits. We know your time is precious, and we'd like you to be able to focus it on the most value added processes of your business while letting technology automate the rest. We will explore the following during my presentation:

- a) The implementation of and use of geo-targeted technology for Internet based marketing.
- b) The recommendations of design requirements of a website to stimulate the best consumer response.
- c) The implementation, design, use and deployment of a quick and easy direct mail campaign using the most technologically advanced strategies to target only prospective consumers in need of your service.
- d) The design and implementation of a systematic marketing strategy to notify your current and past customers of the new and exciting offerings your company is now offering.
- e) The design and implementation of interactive voice and text message broadcast technology.
- f) The design and implementation of a strategic print media campaign.

If you are looking for easy techniques to use and social media and tricks that can be implemented quick and easily this is a session not to be missed!