



## Marketing That Matters

### *Applying Neuroscience to Do More Confident Marketing*

There is an infinite number of marketing things your company **could** do, but what **should** it do? LinkedIn ads? Social selling? Facebook? Telemarketing? SEO? Blogging? Its never been harder to figure out what is best to do - given limited time and resources and especially if you aren't a full-time marketer.

In this MBA-level crash course, we'll unravel the lingo and hype of all the marketing technology & techniques. We'll delve into the science and social reasons to understand how and why people make buying decisions. We'll then apply all of this awareness to your organization so you leave with a tangible, confident marketing foundation and plan. Learn from Chief Confidence Officer, Alyssa Dver, as she shares her hands-on experience as a 7-time CMO, executive marketing consultant to 150+ organizations, and successful serial entrepreneur.

#### **Immediate Takeaways:**

- Understand how confidence works in buyer minds and impacts their behaviors.
- Develop or enhance company/product messaging and positioning.
- Gain an executive understanding of the various marketing channels and how and when they should be used - including digital media.
- Apply a data-driven, science-based marketing strategy to build a 6 month marketing plan

#### **Curriculum/Consulting Deliverables:**

- Developing a confident marketing strategy for all programs, campaigns, tactics and sales
- Target market, buyers & influencers - who, where, how do they buy, why do they buy, why buys yours?
- Voice of the customer data – how to get and use it properly
- Competitive *marketing* analysis – borrow great info
- Company or product messaging – the key to everything
- Selecting an optimal marketing mix of channels including social media, online ads, email, advertising, PR, etc.
- How to develop a 6-month tactical marketing plan with costs, dependencies, and timelines

“Alyssa does not confuse a clear view with a short distance: she possesses both the ability to crisply articulate strategy and business direction with keen understandings of the teams and tactics that it will take to achieve organizational goals. I highly recommend Alyssa for her professional vision and her personable values.”



Christa Degnan Manning  
VP, Solution Provider Research  
Bersin by Deloitte



# Alyssa Dver

## Chief Confidence Officer



Alyssa Dver is the expert on The Neuroscience & Social Secrets of Confidence. She's the co-founder of the American Confidence Institute and author of 6 books, including her latest: "Kickass Confidence: Own Your Brain. Up Your Game."

In her keynotes and workshops, Alyssa entertains, educates and empowers audiences so they can better control their own and other people's confidence. Clients include IBM, Staples, Pepsi, Royal Bank of Canada, Rue La La, State Street, MA Worksite Wellness, National Association of Women MBAs, ExhibitorLive, CEO Connection and Vistage. She also teaches staff and students at MIT, Wharton and other colleges, middle and high schools.

Her business background includes being a Chief Marketing Officer for 7 tech companies and founding Mint Green Marketing that provided part-time CMO services to over 150 companies based all over the world. She continues to be a trusted marketing and leadership advisor for executives and entrepreneurs. Her reach includes a monthly WebTV show, edgy blog and active social media channels. She's a go-to expert for media including Forbes, BusinessWeek, Entrepreneur, NPR, CNN Money, and The Boston Globe.

A Wharton graduate, Alyssa is AIPMM certified as a Product Manager and Marketer and for several years running, she's been a judge for the Stevie's International Marketing and Best Employer awards.

When she's not confidence crusading, Alyssa is a guitarist and vocalist in two bands, plus, she's game for all things involving art, wine and food. She lives in Westborough, MA with her 2 very tall teenage sons, her utterly patient 5th grade teacher husband, and their cute, but quirky, rescue pooch.



### CLIENTS INCLUDE:

- PepsiCo
- Staples
- Royal Bank of Canada
- Women's Enterprise Business National Council (WEBNC)
- Dynamic Divas
- Women's Congress
- CHRO Exchange
- Northeast HR Association (NEHRA)
- NY State SHRM
- The Conference Board
- International City/County Management Association (ICMA)
- Berkeley College
- Quinsigamond Community College
- American Marketing Association (AMA)
- Dystonia Medical Research Foundation (DRMF)
- Institute for Entrepreneurial Excellence
- Rue La La
- MIT
- IBM
- Center for Women & Enterprise (CWE)
- Mom Corps
- Women in Technology International (WITI)
- MA Conference for Women
- World Diversity Summit at the UN
- VA SHRM
- HRMA of Central MA
- US Small Business Administration (SBA) of MA
- National Foundation of Teaching Entrepreneurs (NFTE)
- Emmanuel College
- Natick School Administrators
- Assoc. of International Product Managers & Marketers (AIPMM)
- IEEE Boston Entrepreneurs Network
- American Strategic Management Institute
- Vistage



Lori Siragusa  
President  
Inline Marketing Partners

"Alyssa has transformed many companies' marketing from obscurity to revenue-generating with her leadership and knowledge. Clients who are lucky enough to hire her and tap into her energy and strategic expertise will immediately realize that it's one of the best investments they could have ever made for the success of their business."