

# MARKETING<sup>AV</sup> STRATEGY<sup>ST</sup>

## Modern Marketing: Strategies and Funding

Thursday, February 5th, 2015 | 7:30 a.m.

With countless marketing options available, your marketing strategies should be based on your business growth cycle, not just the latest tool, tactic or price. But how do you choose the right path? And, when the right path is not within your budget, how do you fund your ultimate marketing initiatives?

**[JOIN US](#) for an informative panel discussion followed by a Q&A. You'll learn:**

- How to fund marketing initiatives based on your business growth cycle – from crowd funding to loans
- If your website is helping or hurting you – we'll analyze a website on the spot
- The secret sauce behind digital marketing – from email marketing and SEO (content marketing) to social media and the truth behind Google Analytics

**[REGISTER HERE](#)**

### PANELISTS:

- **Chris Cunningham**, CEO and Founder, [Edge5 Marketing, LLC](#)
- **Sue Malone**, Owner, [Strategies for Small Business](#)
- **Brenda Wunsch**, VP of Marketing, [Edge5 Marketing, LLC](#)
- **Heather Zindell**, President, [Bloom Consulting Group, Inc.](#)

**Panel Moderator:** **Jenny Capella**, [The Capella Group](#)

### EVENT DETAILS:

**Date:** Thursday, February 5<sup>th</sup>, 2015  
**Time:** 7:30am – 9:00am (7:30am networking; 8:00am – 9:00am program)  
**Location:** World Trade Center Seattle / 2200 Alaskan Way, 4<sup>th</sup> Floor / Seattle, WA 98121  
(206) 441-5144 / [www.wtcseattle.com](http://www.wtcseattle.com)  
**Price:** \$38 World Trade Center members / \$45 General Admission

**SPECIAL POST PANEL WORKING SESSION!** Five people will have the opportunity to attend a 2 hour post-panel workshop. Whether you're a marketing professional, start-up or business owner, we'll consult with you on your phase of growth, marketing strategy and funding ideas. Questions? Contact [Jenny Capella](#).

**QUESTIONS:** Contact [Jenny Capella](#)

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