

PRESS RELEASE

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90 Minutes that will transform your approach to marketing

Vancouver, BC – Marketing specialist Robert Ciccone has been invited by office supply company Grand & Toy to present his unique take on marketing.

“It will be an action packed mini workshop,” says Ciccone, “the goal is to open people’s eyes to a new way to approach their marketing and at the same time give them actionable tips that they can use immediately to grow their businesses.

“Most businesses don’t expand their marketing much beyond simply spending money on advertising to find prospects and make sales. That may work if you are a large company with a bottomless advertising budget, but smaller businesses have to be more frugal and smarter about how they market their products and services.”

Ciccone’s presentation takes place on May 27th, 2009 from 7:30 am to 9:00 am at Grand & Toy’s downtown Vancouver location – 550 Granville Street. It will focus on three main points:

1. How to discover and use your hidden marketing assets – there are many more of them than you may think.
2. The strategy of simultaneously working the many ways to grow your business and generate more revenue.
3. The tactic of Multiple Marketing Pillars – a holistic strategy that goes far beyond advertising to give your marketing a solid foundation to build upon

“With those three ideas, any business can very quickly improve its marketing and start seeing blockbuster returns,” says Ciccone.

Ciccone’s presentation is part of Grand & Toy’s new Speaker Series, aimed at helping small and medium-sized businesses to improve their business practices.

Mr. Ciccone is president of Success Unlimited Sales and Marketing Group and is the creator of the Marketing For Profit Workshop, from which his Grand & Toy presentation is taken.

For more information on Robert Ciccone, Success Unlimited & the services they provide, please visit their website at www.susmq.com.

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