

# FOUR NINETEEN

A NEWSLETTER BY VICKI MORRIS

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WWW.FACETOFACE-MARKETING.COM

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## Current Trends In Marketing

### 6 Advanced Social Media Marketing Tips

- ▶ Be a Strategic Marketer on Facebook, Not a Creator
- ▶ Create a Branded AI Thread in ChatGPT for Your Business and Brand
- ▶ Hyper-Personalize Your 1-on-1 LinkedIn Messages
- ▶ Prioritize Facebook and Instagram Lead Generation Ad Follow Up
- ▶ Give Instagram Viewers a Reason to Follow You
- ▶ Refine Your Facebook Ads Campaign Structure

*Source: Social Media Examiner*

## What's on the podcast

-  Ep 042: Using Press Releases in your Business: An Interview with Mickie Kennedy
-  Ep 040: SEO for B2B Companies
-  Ep 035: 10 Elements of a GREAT Website

## Networking & Events

- ▶ **R.I.S.E. Networking Event - June 23**  
Your Business and the Law.  
Adam Hoekenschneider presenting
- ▶ **Heritage Network BNI Chapter**  
Every Tuesday 7:15a at Redstone Atrium.  
Breakfast is Included!
- ▶ **HSV Chamber After Hours Event**  
Wednesday July 19, 5-7p

# Marketing News You Can USE!



## Fractional CMO: Is it right for you?

Hey there, fellow business owners! Are you feeling overwhelmed with the never-ending demands of running your business? We know the feeling all too well. That's why we're here to introduce you to a game-changing solution that will revolutionize your marketing strategy: Fractional Chief Marketing Officers (CMOs). Trust us, this is one business investment you won't regret.

One of the most significant advantages of a fractional CMO is the flexibility. They work with you on a part-time or project basis, allowing you to tap into their skills whenever you need them, without the commitment of a long-term contract. This flexibility is a godsend for busy business owners like us who are constantly juggling multiple priorities.

Another standout benefit is the cost-effectiveness. Hiring a full-time CMO can be expensive, especially for small and medium-sized businesses. Fractional CMOs provide a cost-efficient solution, allowing you to access top-tier marketing talent at a fraction of the cost. You get the best of both worlds: expertise and affordability.

Our team at Face To Face Marketing is now offering Fractional CMO services.

1

Learn more about  
Fractional CMO services

2

Schedule a complimentary  
discovery call with our team

3

Share this newsletter with a  
business colleague.

# What's Next at R.I.S.E.

This event sponsored by



Make your plans to join us for the next RISE event where we're talking all about your business and getting it set up in the best legal structure for your goals and aspirations.

Adam Hoekenschnieder, partner at Brodowski, McCurry, Miller & Hoekenschnieder Law firm, will join us on Friday, June 23. The general discussion will center around the following:

- *Choosing the right structure for your business*
- *Understanding Legal document & contracts*
- *Mitigating Legal Risks for your business*



Date: June 23

Time: 8-9a

Location: 850 Ben Graves Dr

Audience: Established business owners looking to grow and develop beneficial connections

*Click image to register. Next event August 25, 2023*

## The RISE Partners



### Regional Innovator Sustaining the Ecosystem, (R.I.S.E.)

The focus for our organization has always been centered around building business relationships, and creating collaboration opportunities all while learning practical steps to grow and scale our businesses.

Join us and make some new friends, learn about other small businesses, but most importantly, let's grow our businesses together and make a powerful impact on our local, regional and national economy all on the back of small businesses!!

# WHAT WE DO!



WEBSITE DESIGN

LOGO DESIGN

FRACTIONAL CMO

MARKETING STRATEGY

SOCIAL MEDIA MANAGEMENT

CONTENT CREATION

GRAPHIC DESIGN

SEMINARS, COACHING,  
DIGITAL COURSES

## CLIENT SPOTLIGHT



What a fantastic group of professionals to work with! We updated their **logo**, build a beautiful, industry appropriate **website**, and did their **headshots** for the website.



Connect with Vicki and the team at [Face To Face Marketing](#) today.  
See ya next month on the 19th at 4pm.