



## Green Marketing Labs Education Series *March - June 2010*

Presenters: Irv Weinberg and Carolyn Parrs, Mind Over Markets

These interactive, real-life marketing laboratories will give you the insights and tangible solutions you need to make your marketing meaningful in the maturing green market. Carolyn Parrs and Irv Weinberg, "Marketing Gurus" (as named by New Mexico Business Weekly), and Nicole Rasmussen, Art Director extraordinaire, will guide you to effectively promote your product or service. So bring your questions. Bring your challenges. Roll your sleeves up and have some fun.

**PRICING: \$40 per lab or \$130 for all 4 labs** (discounts available for CORE members).

All 4 labs will be held in the **CORE offices** at 1801 California Street, Suite 4900, Denver, CO 80202. Register for all 4 labs or any of them individually at: [www.corecolorado.org](http://www.corecolorado.org) or call **(303) 894 6333**

Saturday **3/27/10**

### LAB 1: **Developing Your Marketing GPS** (*Green Positioning Strategy*)

The green market has matured since Kermit was King with his "It's Easy Being Green" campaign. Now over 1,500+ new products enter the market each year. It ain't so easy anymore. How will you break through the clutter? How do you position your product or service so it's not another "me too"? In this marketing lab, you will:

- Obtain a clear understanding of the current green market – its obstacles and opportunities
- Identify how meaningfully different you are from your competition
- Uncover the advantages that result from using your product or service
- Identify your key target audience(s) and the rational and emotional reasons they buy your product or service
- Develop a strategy statement to effectively communicate your message to your target audience(s)

Saturday **4/24/10**

### LAB 2: **Creating a Compelling Green Brand in a Crowded Market** - *Your Positioning Line*

The most powerful asset a company can own is its brand. It is the marriage of all the elements of how your product or service will be presented in the marketplace. It says, "This is what I stand for." In this marketing lab, you will learn how to:

- Drill down to the creative core of your product or service and turn it into a powerful communications theme
- Take your Green Positioning Strategy and develop a clear and compelling positioning line
- Integrating your brand message into all your marketing materials

Saturday **5/22/10**

### LAB 3: **Creating a Compelling Brand in a Crowded Market** - *Your Visual Identity*

No branding effort is complete without the investigation and development of a compelling visual identity for your product or service. Your visual presentation, which includes your company logo and website, is way more than "pretty pictures"; it's a visual cue that quickly and effectively communicates your company's personality and what it stands for in the marketplace. In this marketing lab, you will learn how to:

- Create an accurate visual identity based on your brand's positioning strategy and line
- Create a graphics standards that will serve as a guide to ensure your consistent use of design elements, formats, and templates in all of your communications
- Integrate your visual identity into all your marketing materials

Saturday **6/10/10**

### LAB 4: **Creating Persuasive Messaging for Social Media**

To make it in social media, you need to unlearn the rules of traditional marketing messaging. No more hard sell. No more creating customers. What you are creating are relationships instead. And those relationships can be your single greatest sales force. In this marketing lab, you will learn:

- How social media is used by entrepreneurs and business owners
- Why you need to serve, not sell
- Why content is still king and how to make your marketing messages compelling
- The importance of relevancy and frequency
- How to integrate your brand message into your social media marketing