

# 5-Minute Marketing

## tips, trends and takeaways for the time starved

Whether you are an entrepreneur, come from a small business or corporate background, Mary makes a complex subject simple. Pithy, often irreverent, but never short on actionable detail, information is presented in a compelling and memorable way; through storytelling, research, and in short segments on a variety of marketing topics. Mary looks at trends, opportunities, and what industry leaders are doing, and gives you actionable marketing advice you can put to work right away to boost your business growth. You will learn:

- Why social media is so important and how to embrace and not fear the consumer controlling your message
- How to use both digital media and traditional media for a winning combination
- Why social responsibility is a trend not a fad
- How increasingly marketing well to women will also help you sell more to men

## Mary Charleson

### Keynotes, Presentations & Workshops

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Member of the Canadian Association of Professional Speakers



Mary Charleson is President of Charleson Communications, a consulting company specializing in marketing research, strategy and advertising development. Mary's career spans over 20 years in media sales, advertising creative development, production, marketing management and research. She established Charleson Communications in 1991. She holds an MBA in marketing, teaches courses in marketing for City University of Seattle, University Canada West, NYIT, and the Sprott-Shaw Degree College. Since 2002 she has been a marketing columnist for Business in Vancouver. Her writing has also appeared in Strategy Magazine, Marketing Magazine, Marketline, and the Toronto Star. Mary is a frequent conference speaker and has been quoted numerous times by print and broadcast media for her opinions on marketing and consumer trends. Her book, *Five Minute Marketing* was published in September 2009.

### People are talking!

"One of the best speakers we've ever had. Mary certainly delivered." - *Diana Hambrook, Manager, Burnaby Board of Trade*

"Mary's presentation was sold out. BCAMA member feedback was fantastic. She was one of our best speakers this year." - *Evangeline Englezos, BCAMA*

"If your business relies on decisions made by women, and it appears most do, you can't afford to miss Mary's presentation. One of the most successful and well-attended events this season!" - *Heather Knittel, President Canadian Women in Communication, BC*

"A simple but inspirational message on connecting with your target. Engaging and humorous" - *Attendee, CAPS Vancouver event, March 2010*

"Loved the humour and great ideas about making your story fun and letting others speak for you." *Attendee, Roaring Women event May 2010*

"A fascinating analysis of how to connect with customers." *Attendee, E-Women Network event June 2010*

"Mary's presentation on marketing to baby boomer women was extremely enlightening." - *Avis Sokol, Director, Relationship Marketing, Vancity*

**Praise for *Five Minute Marketing*** (online at: [www.trafford.com](http://www.trafford.com) or [www.amazon.com](http://www.amazon.com)) - \$25 soft cover

"There is lots of practical how-to advice in *Five Minute Marketing*, but the real power is Mary's astute observations on key areas that matter in marketing today and how Canadian businesses are leading the way" - *Andrea Southcott, President, TBWA Vancouver*

"This book is a great resource for business people who are looking for an insider's knowledge of what works and what doesn't work when it comes to marketing their products or themselves - *Tim Renshaw, Editor, Business in Vancouver*

"Mary offers a rare combination of academic and practical experience" - *Teresita Ireneo-Manalo, Ph.D., City University of Seattle*

"*Five Minute Marketing* is entertaining and thought provoking marketing advice by a Canadian for Canadians."

- *Dan Poynter, The Self Publishing Manual*



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