

Renée T. Walker

Brand and Marketing Accelerator · TEDx Speaker
Fractional CMO · Author · Contributor



Marketing Rocks! Why It's Time to Engage for Breakthrough Success Cheat Sheet



Key Takeaways

- Marketing is a critical investment, not an expense.
- Creating a strong and purposeful brand creates opportunities and accelerates marketing success.
- Implement a well-thought-out and coordinated marketing communications strategy that includes digital, earned, owned, paid and social channels.

Marketing Tradecraft

- Align communication strategies to the organization's goals and objectives.
- Leverage free and low-cost resources and tools to reduce spend and increase ROI.
- Launch time, talent and treasure campaigns and leverage referrals, social and digital channels.

Renée T. Walker

President
248.671.3872
renee@reneetwalker.com



RENEE WALKER
& ASSOCIATES



Follow Renée on LinkedIn