



## Marketing for the masses

*FORGE Marketing Summit at Marylhurst brought 4 speakers with universal messages about branding and marketing*

BY NICOLE DECOSTA

The Lake Oswego Review, Feb 3, 2011

**The FORGE Marketing Summit at Marylhurst University last Thursday was all about networking and creating an online presence that allows companies to reach clients and create new ones.**

Standing for Forums on Real Growth and Education, the four speakers at the event highlighted topics such as personal branding, publicity, traditional and online marketing and using social media for promotions.



SUBMITTED PHOTO / LAKE OSWEGO CHAMBER OF COMMERCE

Liz Goodgold speaks at the FORGE Marketing Summit at Marylhurst University. With 20 years of experience in marketing and branding, Goodgold has worked with small business owners as well as major clients such as Quaker Oats, Times Mirror and Arco Oil.

Author and speaker Liz Goodgold used real-world examples in her presentation about the power of personal branding and why everyone – small company or big company – should “brand like a celebrity.”

“People need to remember you in order to do business with you,” she said at the beginning and end of her presentation, which included information about the importance of a “seven-second hook” about your business. Short, to-the-point information given in seven seconds can be used in conversation, on a website and on a company’s voicemail.

She shared an example from a friend’s tailoring business: “If your clothes aren’t becoming to you, you best be coming to me.”

Brenda Buratti shared ideas for marketing a business online without spending money and outlined the difference between advertising – information a company pays for and can control – and publicity – such as being written up in a local newspaper. Buratti is the director of programming and creative services at KGW-TV and chair of the NBC Affiliate Promotions Committee.

Digital Sales Director at Alpha Broadcasting Royle Johnson said integrating traditional media – such as print publications, TV and radio – with online marketing is essential to a successful campaign.

ADVERTISEMENTS

“Did I fail or did the tactic fail?” he posed to the audience.

Before deciding to change a media tactic, Johnson said, examine why the message and delivery weren’t successful. It may be how the copy was written, not because of the TV, newspaper or radio audience.

“Those mediums are going strong,” he said.

And Carri Bugbee – a social media strategist with Big Deal PR – gave examples for using websites like Facebook and Twitter as platforms to reach clients and reach new clientele.

“The more you use it,” she said of social media, “the more potential you have.”

The event was produced by Fish Marketing and sponsored by the Lake Oswego Chamber of Commerce, the Lake Oswego Review, Marylhurst University, 750 KXL News Radio, Oregonlive.com, jh2 design and CompView.