



Please join us for ACTION's Accelerating Success program -
Co-hosted with NEESC, Northeast Electrochemical Energy Storage Cluster

Marketing & Sales Promotion: What Mix Will Drive the Highest ROI?

Presented by

Beth Goldstein

Marketing Edge Consulting Group/Boston University

**Wednesday, June 19, 2013
12:00-1:30 pm**

Hosted by

Institute for Energy and Sustainability

**Clark University
950 Main Street
Higgins University Center, 1st floor
Grace Conference Room
Worcester, MA**

[Register Here](#)

With the bombardment of social media, it's hard to know which marketing tools are right for your business! Should you use Twitter, create a business page on Facebook, send email or simply stick with direct mail and a brochure? Being able to determine which marketing tactics will have the greatest impact and where to allocate precious marketing dollars is a dilemma facing all business owners.

You will leave the workshop with the knowledge to address key questions:

- What are the most cost-effective and efficient methods to take my marketing efforts to the next level?
- What do I need to understand about my customers to determine how I target them?
- Is social media for me or can I still effectively communicate with customers via more 'old-fashioned' tactics?

About the Speaker

Beth Goldstein, Marketing Edge Consulting Group/Boston University, www.m-edge.com

Consultant, trainer, author of two books on small business growth and founder of **Marketing Edge Consulting Group, Beth Goldstein** has empowered hundreds of entrepreneurs to successfully grow their companies.

Beth teaches marketing and business at the Boston University (BU) School of Management and at the Heller School for Social Policy & Management at Brandeis University. She runs BU's New Venture Competition and is the Co-Faculty Director for the university's Urban Business Accelerator Program. Beth has over 25 years of experience and holds an MBA from Boston University & a BA in economics from Brandeis University.

About ACTION

The Association of Cleantech Incubators of New England (ACTION) is New England's leading network of cleantech incubators sharing the common goals of accelerating the growth and success of early-stage companies, strengthening the regional cleantech cluster, and creating more green jobs in New England.

Their network of incubators provides diverse resources and a highly- supportive hub in which entrepreneurs, business leaders, government agencies, community leaders, investors, universities, and other interested organizations can collaborate toward the successful commercialization of enterprises that will build a prosperous green economy, improve the quality of our lives and sustain the health of our environment. Visit www.actionnewengland.org

About NEESC

The Northeast Electrochemical Energy Storage (NEESC) is a network of industry, academic, government and non-governmental leaders working together to provide energy storage solutions for our country and our world. The cluster is focused on the innovative development, production, promotion and deployment of hydrogen fuels and fuel cells to meet the pressing demand for energy storage solutions. The NEESC organization is administered by the Connecticut Center for Advanced Technologies in cooperation with the following state partners.