



NOW ONLINE! March 23rd - 24th

Webb Analytics-MLA Marketing & PR Boot Camp

Plug into ideas that will light up your company's brand - and its sales

Word-of-mouth advertising alone won't pay the bills. Expensive ads aren't the answer. The best LBM dealers have learned to promote themselves profitably by relying on a low-cost combination of social media, branding, e-newsletters, events, flyers, special funding, and plain, old press releases. These building material suppliers get maximum gains from minimal budgets. What do they do right?

The Webb Analytics Marketing and PR Boot Camp, co-sponsored by the Mid-America Lumbermen's Association, is your opportunity to pick up ideas and learn practices that will transform your marketing efforts from moribund to marvelous. If you manage marketing at your LBM company, this event will boost your skills and resources. If you're new to marketing or oversee someone who does, this workshop will teach you the basics.

**Your instructor:
Craig Webb, the
former editor of
ProSales and now
president of Webb
Analytics**



Co-sponsored by:



Sign up now at themla.com

In Two Days, You'll Learn to:

- Create social media that leads to sales
- Build brand awareness at low or no cost
- Turn your customers into advocates
- Increase vendors' marketing support
- Take your website to new heights
- Organize events and PK sessions
- Write press releases that get published
- Better track your campaigns' ROI
- Employ the power of logos and mascots



Craig Webb has been a communications pro all his working life. He was editor-in-chief of ProSales for 12 years, and, before that, worked as a reporter and editor at The Wall Street Journal, McGraw-Hill, and UPI.

Admission for MLA members is just \$250. For non-members of the MLA, admission is \$345.

Tuesday, March 23
Wednesday, March 24
12:30-4pm Daily

Billing Information:

Company Contact _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Payment Options:

Enclosed is our Check in the amount of: \$ _____

Credit Card

Name on Card _____

Card# _____ Expiration _____ CSV-CODE _____

Hurry! Space Is Limited. Register at themla.com