



THE *MODERN* MARKETER
Mastering The Mindset, Actions, &
Resilience for Success

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The *Modern* Marketer

Meet Your Speaker



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President & Chief Digital Marketing Strategist

Linktr.ee



The *Modern Marketer*



THE *MODERN* MARKETER
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SEWING FACTORY -Seagull-

*A flexible
schedule and
timely pay
are guaranteed!*



*CONTACT:
Science Park,
Mezzanines
Square, 22*

**Invites seamstresses and tailors to work,
preferably with work experience.**

JEWELRY STORE "DIAMOND"



LIMITED COLLECTION !!!

*Unique products from
Italian designer Giovanni*

ENGAGEMENT

*Duke of William &
Princess Kate*



FOTO

**BEST
FAMILY
PHOTOS
&
PORTRAITS,
...
for you and
your
loved ones!**



*London
St. Dunstons 25*



CLUB FUN AND FUNNY

St. Central, Hall 5

REQUIRED *typist*

Quicktype!



**CONTACT:
NEWSPAPER EDITOR**

Manufacture MACHINERY

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that will take you at a speed far exceeding the speed of horses!
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by world famous artist Paul HOMER!*

**I SELL A BRAND NEW SERVICE
FOR 24 PERSONALS!
GERMAN QUALITY,
from the MADONNA factory**

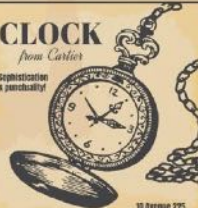
**HURRY
TO BUY!**

Suburb, Walden's mansion, ask Anna

CLOCK

from Cartier

*Sophistication
& personality!*



10 Avenue 225



The Modern Marketer





Three Things Every Marketer Juggles:

1. Time → Speed
2. Quality → Impact
3. ROI → Conversions



The *Modern Marketer*

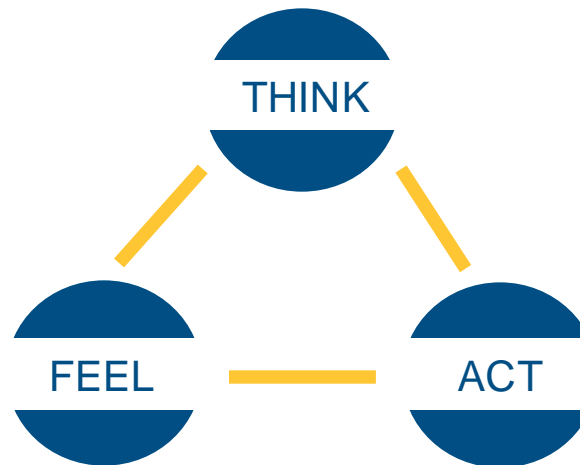
“You cannot always control what goes on outside. But you can always control what goes on inside.”

Jim Rohn



The Cognitive Behavioral Triangle

What we *think* affects how we act and feel.



What we *feel* affects how we think and do.

What we *do* affects how we think and feel.

THI

“Change your thoughts and
you change your world.”
Norman Vincent Peale

NK





Think Curiously



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CURIOSITY,

I THINK, IS THE MOST IMPORTANT
QUALITY YOU CAN HAVE

WITH CURIOSITY YOU
FIGURE THINGS OUT
YOU'RE ALWAYS LOOKING FOR
WAYS TO GET BETTER

OR ALWAYS LOOKING FOR REASONS
WHY CERTAIN THINGS WORK...

THAT CURIOSITY

LEADS YOU TO KNOWLEDGE

-KOBE BRYANT



The *Modern Marketer*

Modern Marketers Are Curious

- K → What don't I **know**?
- O → What needs to be **optimized**?
- B → What can we do **better**?
- E → Where can we **execute** more accurately and efficiently?

Curiosity: Learning & Improvement

Ask Yourself K.O.B.E.

- Community not selling
- Poor event response
- Digital ad underperforming
- Poor customer experience ratings
- Team conflict and friction

- K** → What don't I **know**?
- O** → What is not **optimized**?
- B** → What can we do **better**?
- E** → Where can we **execute** more accurately and efficiently?



ACT

“Innovation is the ability to see change as an opportunity, not a threat.”
Steve Jobs



Act Like an Editor-in-Chief



Attention to
Detail

NAHB

IBS

The Modern Marketer

Act Like an Editor-in-Chief



Vision



Strategy



Review



The Sales are in the Details



NAHB

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The Sales (or Lack of) are in the Details

- Lifestyle photos wrong demographic
- Professional model home photos not flattering
- Mismatched digital ad campaign type
- Incorrect digital ad conversion setting
- Flawed geographic targeting
- Lack of a texting feature on website
- Poor request info form visibility

FEEL

“Between stimulus and response, there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.”

Viktor Frankl



Modern Marketers are Resilient



NAHB®

IBS™

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The Modern Marketer is Resilient

1. Campaign/Sales underperformance
2. Pushback on ideas
3. Rapid industry shifts
4. Dealing with economic downturns
5. Managing high-pressure deadlines
6. Balancing AI and HI
7. Responding to negative reviews and comments



**“Work harder on yourself than
you do on your job.”**

Jim Rohn





[Return to Search Results](#) | [New Search](#)

BUILDING KNOWLEDGE SESSION 

Supercharge Your Marketing: Mastering the Buyer's Journey in the 'Messy Middle'

Thursday, February 27 | 12:30 - 1:30 PM
LVCC - West 220

What It's About
What You'll Learn
How to Attend
Speakers
Details

What It's About

Sophisticated home buyers are exceptionally well-informed, so it is indispensable to master the nuances of the buyers' journey. Discover Google's research on the 'messy middle' – the dynamic space between trigger and purchase where customers are won or lost. Gain insight into the cognitive biases influencing buyer decisions to instill confidence at critical points in the journey. Explore ways to apply these evidence-based strategies to supercharge your search marketing and website content and increase lead conversions. Transform your approach to marketing and build a robust pipeline of home buyers ready to take the next step.

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