

Marketing Smarter, Not Louder

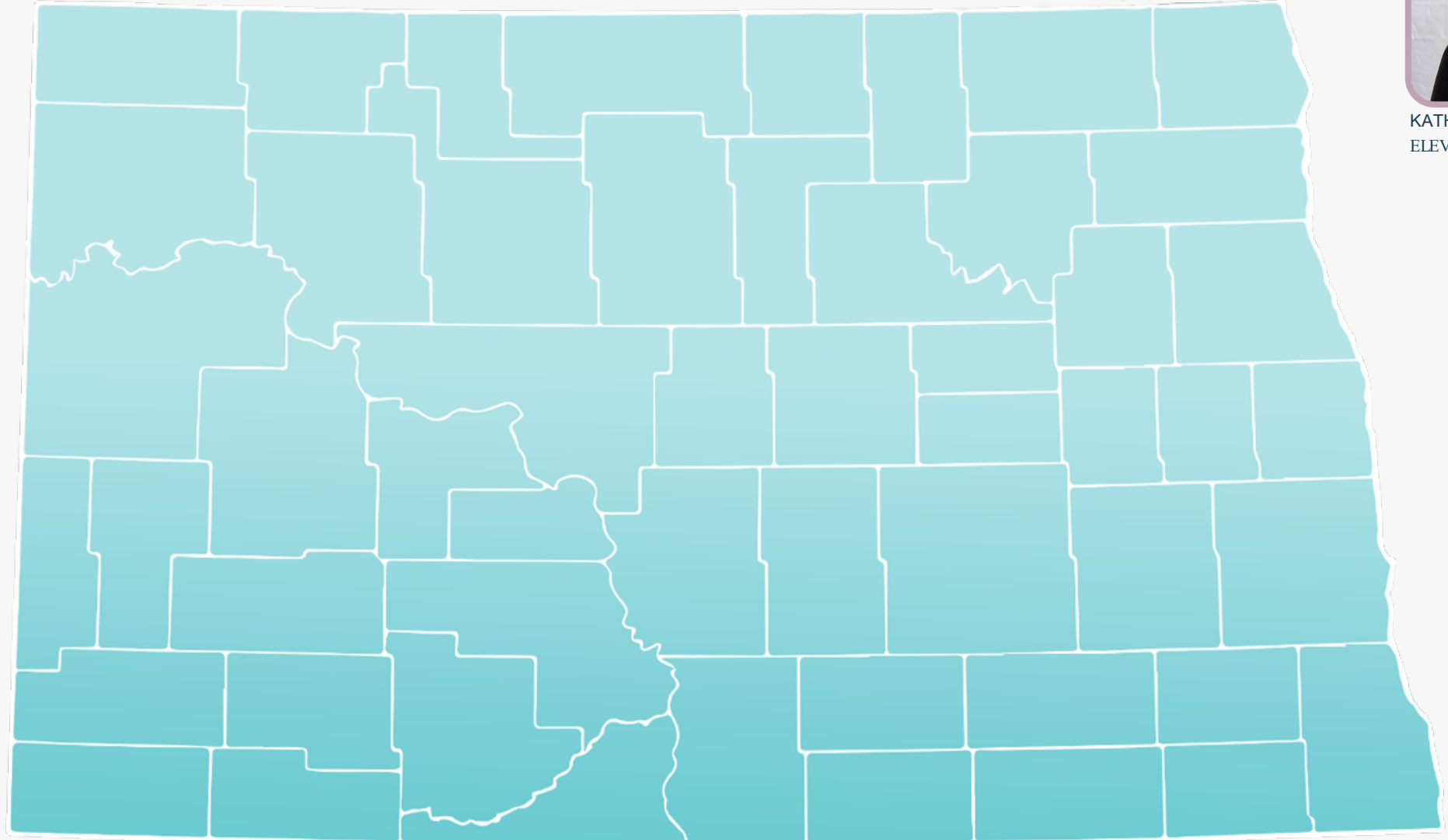
**Building a Brand That
Lasts**



North Dakota Women's Business Center

*Hosted by the Center for
Technology & Business*





Board of Directors



KATHY COCHRAN
ELEVATE 2 CONSULTING



SANDI LUCK
BULLY BREW



BRISELDA HERNANDEZ
SOURIS BASIN



JILL CEDERBERG
LONGWATER OPPORTUNITIES



SYDNEY BOSCHERT
BIT BLOSSOM SOFTWARE



ABIGAYLE KLEVEN
DAKOTA LAW GROUP



LINDSEY RATH-WALD
First International Bank and Trust



STEPHANIE ARNIEL
ATLAS LEGAL SERVICES



DANIELLE POWELSON
BAKKEN STAFFING

Advisory Committee

- Ashton Hauff, The Good Kids | Bismarck
- Shannon Michels, Karma Convenience Stores & Pinks Bar & Grill | Minot
- Tanya Lee, Tanya Lee LLC & Fénix Flame Villas | Rugby
- Karmen Sorenson, Goldman Sachs | Bismarck
- Sandi Luck | Bully Brew & ND Coffee Roastery | Grand Forks
- Danielle Powelson, Bakken Staffing | Williston

Digital Noise

Algorithms. Trends.
Notifications.

The average person is exposed to 4,000 –10,000 ads per day—but remembers only a tiny fraction.

Small Biz Trendz

41% of people remember only 1% –10% of the ads they saw in the past 24 hours.

Digital Silk





Step Back

What Really Drives Growth?

Clarity

Know What You Stand For



Consistency

Show Up the Same Way



Authenticity

Be Recognizably You



Your Unique Identity

Don't Lose What Sets You Apart





Social Media

Connect. Don't
Chase.



Email Marketing

Build Direct
Connections



Digital Storytelling

Share the Story
Behind the Business



Build a Strong Brand

**Recognizable. Trusted.
Memorable.**



Business Coaching

Women -Owned
Satate Certification

Intensives Courses



On-Demand
Training

Strong Women,
Strong Connections

Women's Business
Summit



Market Smarter
Not Louder