

FOCUSED & FIT

SHARPENING FOOD & BEVERAGE MARKETING FOR A HEALTH ROI

SIX-POINT
CREATIVE

thelisaekusgroup

\$125 PER ATTENDEE

How can your Food & Beverage brand capture more opportunity with less of a marketing budget in such a competitive industry?

Get clarity on industry-specific brand strategy. Re-think where you invest your marketing budget dollars. Leverage your brand through social media and influencer activity.

Six-Point Creative and The Lisa Ekus Group present a quick-hitting, two-hour virtual workshop for CPG brands that will leave your marketing team members with:

- An actionable roadmap for resetting your brand's marketing budget priorities.
- Strategies for achieving growth through social media.
- An understanding of influencer campaigns and how they're executed successfully.
- Guidance on forming relationships with the right influencers for your brand.

Reset your marketing plan.

Six-Point and TLEG will teach you how to recenter your brand's priorities to achieve better outcomes without spending more.

Level up your social media.

Need to build a serious following? Make your social media more personal. We'll show you how food and beverage brands are doing this on a limited budget.

Find the right influencers for your brand.

Influencers can be far more effective in creating brand awareness than the social ads you're currently running. We'll prepare you to begin your search for influencer partners that are right for your brand. We'll also be offering influencer matchmaking sessions to attendees of this workshop as a follow-on next step!

ABOUT SIX-POINT

Six-Point is a brand strategy agency that educates and empowers second-stage companies to make transformational branding decisions.

Through empathy and expertise, Six-Point guides management teams on how to tackle complex business challenges that they previously couldn't tackle on their own.

ABOUT THE LISA EKUS GROUP

The Lisa Ekus Group is a full-service culinary agency. We provide literary and talent representation as well as media training and consulting services. It is our belief that a vibrant culinary industry is the result of many voices and collaborations. We work to support and connect culinary professionals across all platforms.

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