

FOCUSED & FIT

CREATE YOUR INFLUENCER MARKETING PLAN

\$50 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, 90-minute virtual workshop for CPG brands that will leave your marketing team members with:

- The useful framework your company should be using to reset marketing budget priorities.
- Why making brand social media more personal is good for your bottom line, and how to take action.
- Influencers: when to hire them, what to pay them, and why.
- How to ensure influencer campaign success and measure outcomes.

Reset your marketing plan.

Six-Point and The Lisa Ekus Group will teach you how to reset your brand's priorities to achieve better outcomes with a conservative 2021 marketing budget, complete with homework to bring back to your leadership team!

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 have done this effectively on a limited budget throughout the COVID-19 pandemic.

Find the right influencers for your brand.

Influencers can be far more effective in generating interest in your brand than the social ads you're currently running. We'll prepare you to begin your search for influencer partners, covering the ins and outs of identifying talent, setting goals, determining a budget, and measuring success.

 SIX-POINT
CREATIVE

 thelisaekusgroup

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.

READY TO MAKE IT HAPPEN? VISIT WWW.SIXPOINTCREATIVE.COM/INFLUENCER-MARKETING/ TO REGISTER