



## Bridging the Online & Offline Marketing Gap

Is your firm struggling to know where your marketing time and dollars should be spent? From offline print advertising and attending events to managing Facebook and making sure your website ranks on Google, it can all be overwhelming - but it doesn't have to be.

Each month, thousands of people in your community turn to Google to find services that you offer. On social media networks like Facebook, the opportunity is even greater. Are these families seeing you or are they seeing your competitors instead?

Join Ashley Montroy, Chief Marketing Officer (CMO) of FrontRunner Professional to understand how to build an integrated online and offline marketing plan, so you never miss an opportunity again.

You'll learn:

1. How to attend a community event with 150 people, and make thousands of people in your community know you were there.
2. How firms have used Google to generate 20+ new calls in less than six months.
3. How firms have used Facebook to generate more than 40 pre-need leads in one month, 1,000 new page likes in one week, and more.