

# SMART Marketing

## Seminar

Presented by  
David Akers  
of



Consumers have become more reliant on SmartPhones! Learn how your business can leverage the power of mobile marketing to increase sales, even in a down economy. Programs that are utilized by the Fortune 500 companies are now available for small and medium sized businesses. This seminar will show you how! Discussions will cover best practices, and how these programs can be easily leveraged by a variety of industries.

Topics to be covered:

### Mobile Websites

- Why a Mobile Website is the new "Must Have"
- Five Best Practices for Mobile Website Design
- Mobile Apps vs. Mobile Websites

### Text Messaging

- How you can leverage text messaging to increase sales
- Industry Best Practices
- Quickly Increasing your Opt-In Database
- Keeping it legal – FCC regulations you need to follow

### QR Codes

- They're only one piece of the puzzle
- What can QR Codes do?
- Best Practices
- Beyond the Black & White
- Dynamic Codes – What makes them special?



Sign up now for one of the two upcoming sessions:

**Wednesday, January 25th, 1pm - 3:30pm**

PVCC Member Pre-registration Price = \$49,  
Non-Member pre-registration = \$69, At Door = \$79

or

**Thursday, January 26th, 5:30pm - 8pm**

***Includes Dinner!***

PVCC Member Pre-registration Price = \$69,  
Non-Member pre-registration = \$89, At Door = \$99

**Copperfield Inn at Lakeside  
Limerick, PA**



**Call (610) 489-6660 to register or fax in registration form on back**