



Marketing Presentations

These professional, industry presentations are available to your company, organization or association at your location of choice. Our results-driven presentations are interactive, informative and can be customized to fit your business and educational needs. All presentations are delivered by Click Marketing Solutions' Managing Member, Yvette Craddock.

Please call 480.968.3354 to find out about how you can book this dynamic speaker and gain award-winning, competitive excellence in marketing.

Presentation Title: Advertising Agencies 101

Approximate Length: 1 – 1 ½ hours

In Advertising Agencies 101 attendees will learn to navigate the always murky (What will an agency do for me? How do I choose?), sometimes perilous (Sharks!) waters of advertising.

Attendees will examine:

- The advertising agency's role in business
- Different types of agencies that exist
- The right time to consider acquiring an agency
- How to Identify and hire the right agency for your business
- How to build a successful, trusting client/agency relationship
- A successful Agency-Business case study

This introductory workshop is designed to direct business owners on the clearest route to choosing an agency that best complements individual business needs. It's a crash course for now, so you won't crash later.

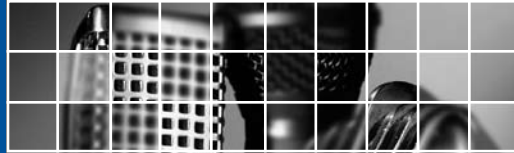
“Thank you for providing this group so much insight into the role of agencies and the relationship with clients. It enlightened these business owners. Thank you for addressing each company's individual needs and providing them with advice.”

R. Huber – APS AAAME

Presentation Title: Establishing a Brand for Your Business- From Fortune 500 to the Mom and Pop

Approximate Length: 1 – 1 ½ hours

Whether you operate a large or small business, cohesive brand development is crucial to customer awareness. Establishing a Brand for Your Business outlines the essential elements of branding and assists attendees in developing their brand image.



Attendees will learn:

- The definition of a brand
- How brand development can increase your cash flow and boost your business's exposure
- The 5 elements of branding
- The making of a successful brand- a case study

Customer experience will occur with or without your influence. Learn how brand development can play a dynamic role in positively shaping your customers' perception.

“Thank you for making me aware of the importance of this level of marketing. I've been challenged by my lack of visibility. This workshop has helped me to understand the need for branding.”

E. Mills – Phoenix Business Owner

Presentation Title: Platinum Performance: Creating an Event Experience

Approximate Length: 1 – 1 ½ hours

Event marketing is one of the most effective ways to generate brand awareness, initiate customer interaction and produce media buzz. Platinum Performance teaches attendees event strategies to create unforgettable experiences by utilizing a variety of marketing tactics.

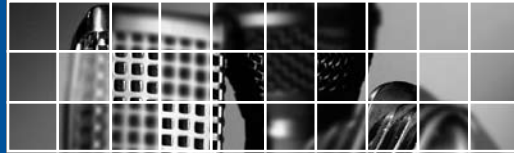
Attendees will study:

- Different types of event marketing
- Brand elements
- Event case studies
- Event strategies and tactics
- Integrated marketing components

This in-depth presentation examines every aspect of event marketing from inception to execution, with a focus on design, advertising, sponsorships, community and public relations and implementation. Learn the strategies to take your next corporate event platinum.

“Thank you for speaking to our group last night. Our feedback post-presentation was phenomenal! All of our members really enjoyed your presentation.”

J. Miller – Ad2



Presentation Title: Capitalizing on Consumer Trends

Approximate Length: 1 hour

We live in an age of instant communication, increasingly advanced technology and an informed public who is eager to latch onto the 'latest'. Consumer trends, more than ever before, are dictating the successes, and failures, of new products and services.

Attendees will learn:

- The top 17 consumer trends in America
- How trends impact daily consumer life
- What business sectors have and will continue to benefit
- How to apply these trends to your business

Don't let 'here today, gone tomorrow' dictate the longevity of your business. Learning to identify and interpret consumer trends can increase your company's capital today, and tomorrow.

“Thank you for providing examples from our group’s lifestyle to illustrate the details of your presentation. Your content and visuals were captivating.”

S. Bishop – Rotary Club

Presentation Title: Medical Marketing Magic with Public Relations

Approximate Length: 1 hour

Cosmetic, Plastic, Homeopathic, Chiropractic, Dermatologic, Health & Beauty, Mind & Body...whatever your specialty, learn how to utilize basic marketing principles to differentiate your medical practice from the rest through Medical Marketing Magic with Public Relations.

Attendees will learn:

- 4 P's of marketing
- Difference between advertising and public relations
- How to build a successful public relations campaign
- How to interact with the media

In this time of intense healthcare competition, it is imperative to differentiate your practice and organization from the rest while building credibility in consumers' minds.

“Thanks for a wonderful, lively and important presentation last week. My entire crew enjoyed it immensely and the main point that I wanted driven home, truly did reach its mark. Thanks again for your very professional approach to our workshop. ”

PK Bolton – Grubb & Ellis



Yvette Craddock

Yvette Craddock, Managing Member of Click Marketing Solutions, embraces marketing with a passion.

Her career as a marketing practitioner spans more than a decade. Yvette spends her professional energies developing brands through unconventional approaches producing stellar marketing campaigns for her varied clients.

Her acute instinct, combined with a strategic approach encompassing all marketing tactics, has generated successful short and long-term results for many world-class brands.

In 2002, she established Click Marketing Solutions, a full-service marketing firm which received immediate industry recognition and awards. The firm represents clients in multiple business sectors from finance to fitness. The thriving firm is among a handful of female and minority-owned agencies in the country.

Yvette is a strong leader with focused dedication. She is currently an active board member and has served in several key leadership positions for organizations which include, Toastmasters International, Board Member of Association of Image Consultants International (AICI, Los Angeles Chapter), Founding Member of the AICI (Phoenix Chapter), the American Marketing Association, the Gannett Corporation, and most recently, the Scottsdale Museum of Contemporary Art (SMoCA). She is also the visionary and catalyst for the creation of the Phoenix Spectrum Awards, serving as Chairperson during its inaugural year.

Her career transitioned from Fortune 500 corporate America to marketing as the marketing director for The Giorgio Collection. After successfully launching new collections and a new showroom, her marketing focus turned to television advertising. While serving as a nontraditional brand builder and sales account executive for the FOX and Univision networks, she created and/or implemented marketing campaigns for and in conjunction with Best Buy, Blockbuster, Disneyland, Wendy's, Qwest, CIGNA HealthCare of Arizona, Subway, and Ralph Edwards Films. Partners for these campaigns include, Intel, Gateway, the Phoenix Suns, Shamrock Farms and Sonic.

Yvette's career repertoire has placed her on Phoenix, Los Angeles, and national television as a spokesperson and program host. A creative writer, Yvette has authored articles for *Phoenix Magazine*, *East Valley Lifestyles*, *Today's Arizona Woman* and *Century City Chronicle*. Her celebrity interviews capture conversations with Billie Jean King, Tom Hopkins, Connie Hawkins, Oscar de la Renta, Diane Von Furstenberg and Jeremy Roenick. She has represented Bill Duke (Hollywood icon); Reginald Hudlin (A-list film producer) and Lisa Nichols (*Chicken Soup for the African American Woman's Soul* author and teacher in the internationally acclaimed life changing program, "The Secret") among other notables.

Ms. Craddock believes in giving back to the community, and has generously provided both in a monetary and creative effort in the areas of art, business, fitness and children.

MEDIA CREDITS, AWARDS & MORE >>



Media Credits

Television: ABC, BET, CBS, FOX, "Good Day LA", NBC, News Channel 3, The Learning Channel (TLC), Univision

Print: 944, 101 North, Angel City Voice, Arizona Informant, Arizona Woman, Century City Chronicle, Desert Living, Drama Beat, East Valley Lifestyles, East West, Essence, Frontdoors, Glance, JAVA, Jewish News, Phoenix Business Journal, Phoenix Magazine, Razor, Scottsdale Life, Scottsdale Magazine, Southwest Graphics, The Arizona Republic, The Tribune and Today's Arizona Woman

Radio: KYOT, Power92, KIIS, KZON and KDKB

Online: azcentral.com, bizAZ.com

MC: American Marketing Association (AMA) Phoenix Spectrum Awards, Association of Image Consultants International Annual Convention, Black Board of Directors Annual Awards Program, Chicken Soup for the African American Woman's Soul Phoenix Tour Event, Gold's Gym "Mr. Universe" Contest, Glance Fall Fashion Show, Hal Jackson's International Talent Show, Los Angeles Black Promoter's Award and the 2003 Children's Angel Foundation Halo Run (co-MC)

Presentations: Ad 2 Club, American Marketing Association Collegiate Chapter (ASU), Arizona Small Business Association, Arizona Woman Networking Symposium, Scottsdale Chamber of Commerce, Scottsdale Papago Rotary Club, APS AAAME, City of Phoenix, INROADS, MARSH, Arizona Black Film Showcase Marketing session panelist, Hollywood High School, Phoenix Newspapers, Inc., CBRE, Arizona Women's Educational Employment (AWEE), Chicanos Por La Causa, Business & Professional Women and Business & Professional Women Midtown Chapter

Awards:

- bizAz as one of the Valley's Top 10 "Up-and-Coming Advertising/PR Agencies"
- American Marketing Association (AMA) Support Award
- AMA Leadership Award for inaugurating the AMA Spectrum Awards
- AMA Spectrum Award for Public Relations; Non-Profit & Printed Marketing Collateral
- The Arizona Partnership for Infant Immunization
- Top 10 List 2007 Ranking Arizona: The Best of Arizona Business "Small Advertising Agencies" - *Arizona Business Magazine*

Yvette has secured over \$6.0 million in pr value for her clients.