

# Free Brand Precision Marketing Presentation with Strategist Loren Weisman at Spoto's on April 13

PALM BEACH GARDENS, Fla., March 21, 2017 (SEND2PRESS NEWSWIRE) – Palm Beach Business Connection is hosting a free presentation and workshop from Loren Weisman on Thursday, April 13 at 10 a.m. at Spoto's Oyster Bar in Palm Beach Gardens, Florida.



This one hour talk is titled “Creating Content to Engage Your Three Audiences Simultaneously” and will be presented by Brand Precision Marketing Strategist and Counselor, Loren Weisman.

“The missing piece in many businesses regardless of the business, service or product, is the engagement of the message in its content marketing and promotion that crosses all three audiences,” says Weisman.

## **In this workshop you will learn:**

- How to understand the four fundamentals of psychological engagement online.
- The numerous proven benefits of three-style engagement content.
- How to create, prepare & distribute promo materials so they don't feel

like a sell.

- The five formats of content to apply to your marketing.

Brand Precision Marketing Strategist and Counselor Loren Weisman aligns, defines and designs individualized branding, marketing & content planning for start up and established businesses. The core focus of Brand Precision Marketing is organizing, developing and sequencing for conversions. Loren is the host of iHeartRadio's "Wait What Really OK."

From musicians to authors, restaurants to real estate and entertainment companies to insurance agencies, Loren works with everyone – from CEOs to administrative assistants – to help solidify and demystify the fundamentals of content branding, promotion and marketing; to create higher engagements that convert to sales, profits and customer retention.

**SUMMARY:**

Where: Spoto's Oyster Bar, PGA Commons, 4560 PGA Boulevard, Palm Beach Gardens, FL, 33418.

Cost: Open to the Public and free to attend.

When: Thursday, April 13, 2017 from 10 a.m. to 11 a.m.

For more information on Palm Beach Business Connection Coffee Thursday Presentations, or this event, email [Bryan@BryanDaly.com](mailto:Bryan@BryanDaly.com) or visit <http://palmbeachbusinessconnection.com/>.

For more about Spoto's Oyster Bar, visit <http://spotos.com/>.

For more information on working with Loren or hiring him to speak, visit: <http://lorenweisman.com/>.

Event Video (YouTube): <https://youtu.be/0Sbr2hj-00c>.

– <https://facebook.com/lorenweisman/>

– <https://twitter.com/lorenweisman/>

– <https://instagram.com/lorenweisman/>

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