



Wild Wednesday Webinar

featuring

Bill Petrie
PromoCorner

Wild Wednesday Webinar
Wednesday, August 29, 2018
12:30 pm ET / 11:30 am CT / 10:30 am MT / 9:30 am PT

Registration URL: <https://attendee.gotowebinar.com/register/975178145612006659>

“The Subtle Art of Marketing Emotionally and Selling Authentically”

It's been said countless times that people buy emotionally and justify logically. Join Bill Petrie for this session as he outlines targeted tactical actions that can be taken immediately to build an emotional bond with your target audience while maintaining the authenticity they crave. At the end of this session, you'll be fully prepared to create loyal advocates for you and your brand.

Learning Outcomes:

1. Learn how emotional targeting will drive higher conversion rates
2. Discover how to make an emotional connection to build brand advocates
3. Explore three ways for your brand to immediately connect emotionally and authentically with your target audience

About Bill Petrie: Bill has over 17 years working in executive leadership positions at leading promotional products distributorships. Through his career, his primary focus has been working collaboratively with others to achieve common goals. In 2014, he launched brandivate – the first executive outsourcing company solely focused on helping small and medium sized promotional products enterprises responsibly grow their business. In 2017, brandivate was acquired by PromoCorner where he now serves as president. Bill is featured speaker at numerous national and international events, a serial creator of content marketing, and co-host of the most popular podcast in the promotional products industry, [unScripted](#).

1 CAS Credit when you include your PPAI PIN# on your post-webinar survey.

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