



Local Marketing Workshop

How Local Businesses Can Get More Customers with Online Marketing



ABOUT LARRY NULL

Larry lives in Saint Anne, IL with his High School Sweetheart and wife Debbie. He has Bachelor's Degree in Management with over 30 years in managing people. Larry worked in Wholesale Distribution and Facility Management. The Marketing Bug bit him in the early 80's. Since then helping local businesses market their company has been his passion.

With an in-depth understanding of online marketing and reputation marketing, Larry is the founder of Delta Force Marketing (<http://deltaforcemarketing.com/>) which specializes in consulting with companies to create online marketing strategies that build 5 Star Reputations as well as help those companies leverage their reputation for converting more customers.



Dear Event Coordinator,

As if it were yesterday, I distinctly remember many of the powerful speakers and trainers that have impacted my business over the years. Their messages became the inspiration and direction that I needed to successfully grow my business and give back to my community. I am committed to helping your members create new insights into growing their organization. As one of your speakers, my goal is to educate and inspire every single one of your attendees into making new innovations in their business.

Another goal I have as your speaker is to make you look good! My role is to support your organization's vision as well as bring them an educational platform that reflects your mission.

I GUARANTEE you will be happy with the results and I strive to make your program the BEST! I look forward to working with you!

Larry Null

LARRY NULL

LARRY SPEAKS ON



This strategic and motivating talk was developed recently to address what Wired Magazine considers the “Biggest Shift in Online Marketing – The New Reputation Economy.” In this powerful, thought-provoking keynote speech, Larry helps professionals and organizations decode the secret of “Reputation Management” and give them a simple step-by-step strategy building a 5 Star reputation and how to use that reputation to get more customers. Larry shares his NEW “Reputation Marketing” Strategies that can leverage the power of local directory sites like Yelp, Google+ and others to be the building blocks for new customers and marketplace leadership.

A yellow sticky note with a white border and a slight shadow, containing the text "FIND MORE CUSTOMERS ONLINE" in a dark blue, hand-drawn font.

FIND MORE
CUSTOMERS
ONLINE

This encouraging talk helps businesses understand how to specifically target their market and how to build a powerful system for finding their customers online, generating more leads, and converting those new leads into paying customers. Larry gives practical and tactical advice on each one of these specific strategies to find more customers and dominate the market.

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POSITION
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With new technologies emerging, businesses finding it harder to use the internet to market, communicate, and effectively brand their organization. In this talk, Larry lays out his “Leading Edge” marketing strategies that any organization or professional can use to position themselves as the expert, instantly engage the marketplace, create top of mind brand recognition, and sell more products and services