



## COLLECTIVE ALTERNATIVE

MARKETING // ADVERTISING // PUBLIC RELATIONS

# SPEAKER PROFILE



AMANDA PARKER

Amanda Parker is the President and Owner of Collective Alternative, a full-service marketing, advertising and public relations firm that focuses on small business. Parker is a seasoned strategist, marketing expert and business owner with over 20 years in the field. Since starting Collective Alternative, Parker has garnered public attention by way of major media publications and notable organizations. She's been named "2016 Avatar of the Year" by the National Association of Women Business Owners (NAWBO), featured as one of the "Leading Women in Business: Indianapolis" for marketing in Forbes, Fortune, Entrepreneur, and O, The Oprah Magazine and consistently leads Collective Alternative to higher rankings on Indianapolis Business Journal's List of Top 25 Public Relations Firms four years running.

### PROFESSIONAL SPEAKING EXPERIENCE:

National Association of Women  
Business Owners (NAWBO)

Builders Association of Greater  
Indianapolis (BAGI)

Better Business Bureau (BBB)

HR Indiana

Anthem

Greater Lawrence Chamber of  
Commerce

Key4Women

Rainmakers

ASPIRE

Executive Speakers Series (ESS)

Indy Chamber

## ABOUT

Collective Alternative is a full-service marketing, advertising, and public relations firm servicing small business. Located in Indianapolis, IN, they have a team of 16 professionals that delivers comprehensive marketing strategies and creative solutions. As one of Indianapolis' largest public relations firms, they work with a multitude of clients across a wide variety of industries. CA's services include marketing strategy development, branding, graphic design, web development, PR, social media, SEO and more.

For more information, or to schedule Amanda Parker at your event, please contact [PR@thecaway.com](mailto:PR@thecaway.com) or call 317.436.8499.

# SPEAKING TOPICS

## THE BEST YES

What's the best piece of advice for business owners just starting out or those who are looking to make a big leap? Concentrate on your "best yes". While it may seem that every opportunity is a good one, it's important to remember that not every client, job or contract is right for you. And when you take something that isn't your "best yes", you're taking that opportunity away from somebody else who it is right for and draining your resources in the process. Rather than jumping at every opportunity that crosses your path, determine and concentrate on what's right for you, and everything will fall into place. How do you identify your "best yes"?

## THE ESSENTIAL MARKETING STEP MOST OFTEN OVERLOOKED

Are you throwing money at marketing campaigns and crossing your fingers they'll pay off? Do you have a plan in place that can help you analyze and track the success of your marketing efforts? A comprehensive marketing strategy is crucial to the growth, sustainability and success of your organization. Taking time to map out basic, short-term and long-term goals that are drawn from market research and formulating the specific actions you'll take to monitor and assess progress can help you create momentum for your organization, achieve maximum profit and lead your organization to success.

## SALES STYLES: FINDING THE APPROACH THAT'S RIGHT FOR YOU

While many people experience either an adrenaline rush or cold sweats when it comes to sales, one thing is for sure: an effective approach to selling is crucial to the stability and growth of your business. While transactional selling is often used to drum up sales quickly without a need to nurture the customer relationship, relational selling focuses on building rapport and developing long-term relationships for repeat business. Regardless of the products and services your business offers, understanding the different sales styles and how you can approach your next prospect can bring you and your business major benefits.

## HOW TO STAND OUT IN A DIGITAL WORLD

Do you own your own business? Do you use social media effectively to drive your brand? What you say matters. But how you say it matters more. Your customers want to feel like they know you and you know them. They want a customer experience that's aligned with their values. They want over-the-top service how and when they want it. Having a better understanding of the social media landscape, what your customers expect from you and how you can stand out from your competitors are critical for your success. [View Amanda Parker's Presentation Example](#)

## MARKETING FOR TOMORROW

The most common misconception about marketing is that it can solve your business troubles today. Maybe it can, to a degree. But, marketing is about tomorrow. How are you adjusting to the shift that's happening in our marketplace? From Baby Boomers to Millennials to Generation Z, the transition in how they research, process and consume information is different. Yesterday's methods won't work for tomorrow. If you're wanting to grow and expand in your current market, ask yourself if you have a viable marketing strategy for the upcoming generation. Having an understanding of what's next for your business and how you approach your marketing can set you up for success for years to come.

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