



NEWS RELEASE

Seroka

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Marketing Executive Presents to Inventors and Entrepreneurs Forum of Metropolitan Milwaukee Association of Commerce (MMAC)

Provides direction on how to create an effective marketing plan

Waukesha, Wis., January 14, 2009 – Seroka, a national marketing, advertising and public relations firm, announces that Scott Seroka, Vice President of Seroka, delivered an informative presentation to the Inventors and Entrepreneurs Forum of the MMAC. Titled *Think Like, Walk Like and Quack Like a Marketer*, the course covered the basics of structuring a marketing plan.

“A marketing plan is especially helpful for inventors and entrepreneurs, but is also essential for established businesses,” said Scott Seroka. “A plan with marketing strategies based off of research and with goals in mind will yield far better results than by simply picking and choosing tactics along the way.”

Critical components of developing a marketing plan were discussed in *Think Like, Walk Like and Quack Like a Marketer* and laid the foundation for attendees to complete an effective plan. Areas covered include:

- Getting to know your customers
- Getting to know your competitors
- Business soul searching
- Defining your brand
- Establishing goals
- Defining messaging
- Establishing a budget
- Selecting marketing vehicles
- Implementation
- Measuring results
- Testing

The session was held on January 14 at the Tommy G. Thompson Youth Center at Wisconsin State Fair Park. The Inventors and Entrepreneurs Forum meets to network and learn more about various business aspects. Its meetings, which are free and open to the public, are held five times per year. Scott Seroka was invited to speak as he serves on the steering committee of the MMAC and has more than 10 years of strategic marketing planning experience.

About Seroka

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base. For more information, call 262-523-3740 or visit www.seroka.com.

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