

GGI BUSINESS DEVELOPMENT & MARKETING PRACTICE GROUP WEBINAR

Tuesday, 27 October 2020, 10:00 am EDT | 15:00 pm CET

Speaker: **Christine M. Hollinden**

Automate It: Using Marketing Automation to Drive New Business



In today's world, we're always looking for the next best thing. What will streamline, automate, and measure our efforts better and faster. For marketers, the use of automation tools is essential for managing and measuring marketing campaigns and moving leads through the funnel. From HubSpot to Google Analytics, the list of tools is growing larger each day. From free to enterprise-level, and everything in between, the selection process can quickly become overwhelming. Questions abound. How do you select the right tool (or tools) appropriate for your firm? How do you integrate software into your marketing efforts? What exactly is marketing automation? When is the right time to make an investment in automation software?

In this session, **Christine M. Hollinden**, CPSM (from GCG Consulting member firm Hollinden | marketers + strategists in Houston, TX, USA) will cover the leading marketing automation tools and the guidelines to evaluate each. You'll leave with a clear understanding of what's available and how to make the best decision when choosing the right fit for your firm.

About the Speaker:

Christine M. Hollinden, CPSM, Owner and Principal of Hollinden | marketers + strategists, has helped over 300 professional service firms distinguish themselves from the pack with her marketing expertise. Her energetic and forward-thinking approach has earned her status as a highly sought-after strategist and speaker on marketing professional services. Prior to founding Hollinden, Christine held marketing positions with some of the world's most recognized professional service firms KPMG, PWC, and Grant Thornton, where she built marketing programs from the ground up before people even knew what marketing was. But, don't let the word marketing fool you. She's actually a numbers person. She began her career with Grant Thornton providing debt and equity consulting services. That numbers background is the underlying impetus in all of the results-driven marketing services Christine and her team execute for their clients. She holds a Bachelor of Science in Business Administration from the University of Houston at Victoria and a Master of Business Administration from Texas A&M University. In her spare time, you will find her enjoying a round of golf (she's a 12 handicap, by the way) or a glass of wine from her collection.

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*If you are unable to register, it might mean that we do not have you in our database. Please email **Anita Szoek** (szoek@ggi.com) so that we can add you to the invitee list.

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