

MARKETING BYTES

About Alison Gilbert



Alison Gilbert is the creator of **MARKETING BYTES Business Marketing Solutions**. She has been an entrepreneur for over 25 years.

Alison has a BA Degree with a Concentration in Design from SUNY, Empire State College, Old Westbury, N.Y. She is a lifelong student who continues to expand her skills and qualifications.

As part of both her undergraduate and continuing education, Alison attended the University of Southern California, School of Architecture and Fine Arts in Los Angeles, Parsons School of Design in NYC and Bard College in Annandale-on-Hudson in upstate N.Y.

Alison's on-going studies have included courses in office administration, bookkeeping, web design, decorative painting, healthy cooking, voice-overs and Elder Care.

Alison was a founding member and a Co-Director of the West End Arts Visual Artists Guild, Inc. a non-profit visual arts organization located on the Western End of the South Shore of Long Island, N.Y.


MARKETING BYTES
Business Marketing Solutions
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MARKETING BYTES

Business Marketing Solutions

**Serving
Entrepreneurs
Small Businesses,
Organizations,
Communities and Groups**

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Business Issues

MARKETING BYTES Business Issues are the foundation of **MARKETING BYTES Business Marketing Solutions**. The **Business Issues** are based upon years of experience and insight into the many challenges that entrepreneurs (as well as small business owners, those involved with non-profit organizations, people running events, projects or with ideas) face with both starting a venture and running a business.

The **eNEWSLETTER** is how the **Business Issues** were first introduced and continues to be the primary vehicle for sharing them. **Business Issues** are published weekly by e-mail and are available by complimentary subscription.

Read past **Business Issues** at www.MarketingBytes.biz/bytes.html.

The **TOOLS** provide one-on-one assistance, support and guidance for business success available as:

- **The Marketing Bytes Consultation**
- **The Marketing Bytes Combo**
- **The Business Marketing Program**

The **SERVICES** offer the educational piece on a broader scale by bringing the information to the public through:

- **Teaching** Workshops and Seminars
- **Speaking** On site, for the public and in the media.



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Business Tools

The MARKETING BYTES eNewsletter
This is available on-line by complimentary subscription. Please visit our website to learn more and sign up at:
www.MarketingBytes.biz/contact.html

The MARKETING BYTES Consultation
This is our most popular service. Each is one hour, is self-contained and can be conducted either in person or by telephone if necessary.

The MARKETING BYTES Combo
This is our newest package. The Combo allows clients to benefit from both individual consultations as well as the addition of some telephone time, e-mailing and research.

The MARKETING BYTES Business Marketing Program
This is a Three Phase Program and is presented in **The MARKETING BYTES Manual & Workbook**.

The Three-Phase Program includes:

- **Development** – Internal structuring, branding and visual identification
- **Promotion** – External advertising, publicity and PR
- **Evaluation** – Determination of return on investment from past efforts to plan for future actions



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Business Services

MARKETING BYTES Services Information, Education and Outreach are at the core of our services. Our services provide the opportunity for groups to get first hand information about the **MARKETING BYTES Business Issues** as well as a chance to see the system in action. These services are based upon the years of experience Alison Gilbert has had both teaching and speaking.

Informational Services include:

- On site
- For the Public
- In the Media

Educational Services include:

- Workshops
- Seminars

Outreach to:

- Non-profit Organizations
- Community groups

We providing an analysis and synthesis of your mission and goals, organizational structure, daily operational activities, grant funds applications as well as guidance with projects, events and ideas.

Please visit our website for details about our fees.

*MARKETING BYTES is a division of Alison*s Art, Inc.*