

Summer Alexander

Speaker • Author
Marketing Strategist



Does Your Marketing Message Pass the 10 Second Test?

When a potential customer comes in contact with your marketing message you only have seconds to convince them to take action on your offer. With a background in technology, market research, and communications; Summer is uniquely qualified to help audiences learn to combine their data with their story to create client-centered messaging.

Signature Topics

Cut the Copy: Take Your Marketing Message from “Meh” to Mesmerizing
Present for Profit: Learn to Grow Your Business with Speaking
Develop Your D.R.E.A.M. Marketing System
The Power & Profit in Partnership

Key Audience Takeaways

- ✓ Develop an effective lead generation strategy
- ✓ Identify ideal target customers and learn how to communicate with them
- ✓ Create client-centered marketing messages designed to convert prospects into paying customers
- ✓ Document systems within the company to create a seamless experience for clients
- ✓ Give a compelling presentation to showcase expertise and encourage sales

Invite Summer to Speak

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Bio

Summer is a marketing consultant with expertise in design, implementation, and analysis of organizational research as well as strategic marketing plan development. As CEO of Simply Marketing Solutions, LLC., she leads the marketing strategy consulting firm and has consulted with clients in the areas of market research and analysis, strategic marketing plan development, marketing message creation, community outreach, and social media strategy.

She has also trained over 1,000 entrepreneurs on how to develop and implement effective marketing programs. In 2014 Summer authored the #1 Amazon Best-Seller *The Little Book of Big Marketing Ideas*. A recognized thought leader in her industry, Summer has been a featured guest expert in Black Enterprise, Jet, WGN TV, WCIU TV, Rolling Out and several other media outlets.

Client Love

"Summer presented during our Women in Business Summit. Summer was by far received as one of the best speakers during our day which contained a number of high-profile presenters. Many of our attendees stopped me on the way out the door to compliment us on having Summer. In fact, in our survey sent out, Summer scored the highest as having the most engaging presentation. It is clear her style of presenting resonated strongly with the audience. In addition to her "on the day" performance, her overall composure during the contracting and development of the Summit was very pleasant and professional. Summer is a pleasure to partner with and I would highly recommend her to any organization looking to inspire their customers or staff." - Shandra Richardson, Development & Communications Manager, Sunshine Enterprises

"The Illinois Small Business Development Center at Kankakee Community College held a small business expo where Summer was our morning keynote presenter and what can I say other than she was spectacular!!! Held the audience for the entire time and provided a wealth of knowledge. From the reviews, she definitely exceeded their expectations! Would love to have her present on other topics!" - Ken Crite, Director, Small Business Development Center Kankakee

"I was so impressed with Summer's level of expertise and work ethic that I invited her to teach our nationally recognized 7-week entrepreneur program. The feedback she received as an instructor was so good that we have asked her to come back and teach the class for the past 5 years." - Jamell Meeks, Executive Director, A.R.I.S.E. Entrepreneur Program

"Summer thank you for a truly inspiring workshop that was enjoyed by all participants. The information you provided was timely and valuable and your presentation style is fun and dynamic. You certainly are skilled at grabbing the audience's attention as well as sharing information in an entertaining and passionate fashion. I learned a lot from your presentation and plan to incorporate what I learned into the various roles I play in the workplace." - Alexandra Glumac, South Suburban College

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