



Do you know what your customer knows? **Easy Marketing Research Tips**

“Lunch & Learn Seminars”
Kingsland/LBJ Chamber of Commerce
Wednesday, October 5, 2011
11:30a – 1:00p
Kingsland Community Park,
710 Williams St. Kingsland, TX

Understanding your customer is very important in creating a profitable long-term business relationship. Marketing research can lead to valuable insight and a competitive advantage. Join us as we explore how to get to know your customer and what drives their purchasing decisions. This one hour presentation will cover:

- ✓ Where to start your customer research
- ✓ Separating important facts from interesting data
- ✓ Asking the right questions
- ✓ Listening for the right answers
- ✓ How marketing research can save you money
- ✓ Affordable and easy market research techniques

Join us we discuss affordable market research methods and how to get the most out of your marketing dollars.

To register call the Kingsland/LBJ Chamber of Commerce at: 325-388-6211

About the presenter:

Francoise Luca is the founder of Westview Marketing, a boutique marketing consulting firm in Austin. She draws on twenty years of experience in marketing, advertising and public relations, to develop affordable marketing strategies that fit her clients' core competences, business goals and budget. Francoise has held management positions with public relations and advertising agencies, as well as with media outlets like CBS, NBC, Univision, and national companies like Cellular One, SBC, AT&T Wireless and AT&T. Francoise is a proud University of Texas graduate and speaks fluent Spanish.

Westview Marketing - *Creative Solutions for Business*

The Westview Marketing team brings a fresh set of eyes on your branding, marketing and management operations. We specialize in seeing your vision and packaging it for your customers' best experience. Our team of seasoned professionals help businesses ramp up, redefine their business models, and rejuvenate revenues and customer loyalty.