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## Be the Master of Your Marketing

*Jennifer Polanz*

AmericanHort has devised a new three-part Mastery Series around marketing to help members of the green industry execute their plan successfully. The program addresses three key pillars to marketing: strategy, messaging and execution. The online series is \$99 per session for members or \$199 per session for non-members. Here are the details:

- **Part I: Building an Effective Message, Katie Dubow, Garden Media Group**

January 11, 2022, 2:00 - 3:30 p.m., Eastern

In this dynamic session, you'll learn the process for crafting the perfect marketing message to help you resonate with your audience most effectively.

- **Part II: Building a Strategic Communications Plan, Ryan McEnaney, Bailey Nurseries**

January 25, 2022, 2:00 - 3:30 p.m., Eastern

Learn how to craft a high-level strategic communication plan that will break through the clutter and how to adapt when the world around us changes as it certainly has this past 12 to 18 months.

- **Part III: Hitting the Target to Drive Your Message, Katie Elzer-Peters, Garden of Words, LLC**

February 8, 2022, 2:00 - 3:30 p.m., Eastern

Expert marketers from our industry will talk about how to best capture your target audience and drive traffic to your website and marketing message. You'll see how to set up a content and editorial calendar, how to plan an email campaign, and write text blocks as you put together an integrated marketing plan to drives sales and enhance your bottom line.

Visit [www.americanhort.org](http://www.americanhort.org) for more details and to register. **GP**