

Harpeth Marketing Launches New Kind Of Webinar Series

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Harpeth Marketing announced today the launch of a new webinar series unlike any other. Starting on March 24th, the Cup of Coffee Webinars, is a series of free, online learning sessions, each covering an important marketing or sales topic, and each only 15-20 minutes long.

According to Steve Henke, Founder & President of Harpeth Marketing, "For a lot of people, webinars are an easy and effective way to learn. The trouble with them is that they usually last for about an hour – a pretty significant time commitment. With this new series, in the time it takes to enjoy a morning cup of coffee, we'll explore an important marketing or sales topic that can help the participants to more effectively grow revenue at their firms."

"And unlike most webinars, there's no sales pitch here" because frankly, there's no time for one! In order to cover that quickly, we cut out all the fluff and jump right into the "good stuff."

The first three webinars are:

- 12 Common Mistakes You're Probably Making with Your Website
- 14 Smart Selling Ideas for the Part-time Salesperson
- 10½ Tips for Better Email Marketing Results