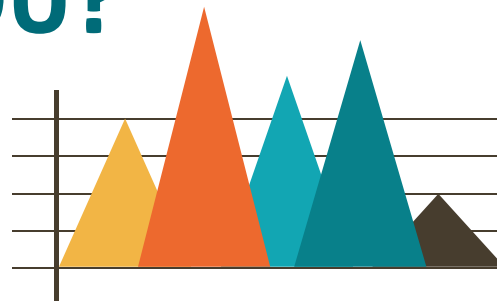


IS YOUR MARKETING WORKING FOR YOU?

Why SEO, updated websites and social media won't work without a strategy and KPIs



Your marketing dollars are supposed to generate revenue and profits. All too often they are simply a waste of time. B2B marketing is particularly challenging given the all or nothing nature of B2B sales. Please join us as Aurora pulls back the curtain, exposes the dark side of marketing and shows proven strategies to attract the customers you want to serve!

Takeaways:

- How to tie your business goals to marketing execution
- What to ask your marketing team and agency
- Why tactics without strategy are budget wasters
- How to revise your Marketing plan to meet your goals



**TO ATTEND, YOU MUST
REGISTER IN ADVANCE.**

AUG 7 • Midland Hills Country Club

2001 Fulham St., Roseville MN 55113

Breakfast: 8:00 am

Speaker: 8:30 am–Noon

RSVP by July 31, 2025 to
Lisa@mnexecutivegroup.com

SPEAKER

Aurora Toth
Area Managing
Partner and CMO
Chief Outsiders



Aurora operates as the Fractional CMO for several North American and Global entities ranging from \$10M to \$2B in annual revenue. She brings extensive depth in the global hospitality, retail, manufacturing, CPG and eCommerce industries. At Chief Outsiders, she translates that large enterprise experience to help mid-market companies accelerate growth effectively—particularly in B2B industries such as manufacturing and professional services.

Aurora is known for delivering data-driven strategies with measurable KPIs, developing breakthrough revenue growth initiatives, turnarounds and laying foundations for sustained revenue growth. In addition to serving her own clients, Aurora matches clients with the right Chief Outsider to meet their unique needs.



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