

NANCY BETH GUPTILL

BUSINESS & DIGITAL MARKETING TRAINING CONSULTANT

+ ABOUT ME

An Innovative, creative, dynamic and energetic Digital Marketing and Business Development professional with over 20 years experience of proven success elevating the awareness, performance and profitability of clients. A positive leader with demonstrated ability to build, train, and manage teams, multiple clients and marketing projects simultaneously. An accomplished business development strategist and consultant experienced from concept to delivery in Digital Marketing, Print, Production, Marketing Solutions, Marketing Communications, Event Marketing and On-Site Promotions to B2B and B2C Markets in multiple industries. An experienced speaker, trainer and coach having worked with leading global companies like Duct Tape Marketing, BizLaunch, and Ladies Who Launch. In 2008, I received the **Entrepreneur of the Year** award from the Greater Summerside Chamber of Commerce. In 2009, the CBDC named me as a Member of the **CBDC Table of Honor** in recognition of **Business Excellence**.

+ EMPLOYMENT

- 2008- Present **Owner:** Sweet Spot Marketing Canada, Summerside, PEI
Training Consulting - Digital & Traditional Marketing, Commercial Innovation, Entrepreneurship
- 2007 - present **Training Consultant:** BizLaunch Canada, Toronto, On
Live & Virtual Training – Entrepreneurship, Small Business Development, Personal Development
- 2004 - 2012 **Training Consultant:** ProfitLearn PEI, Charlottetown, PE
Live Training - Small Business Development, Digital Marketing, E-Commerce, Sales & Selling
- 2000- 2009 **Owner :** Vantage BizServices, Summerside, PEI
Training & Consulting - Entrepreneurship, Creativity, Leadership, Small Business Development
- 2000 - 2007 **Economic Development:** City of Summerside, Summerside, PEI
Business Retention Expansion & Attraction - Digital Marketing, Traditional Marketing, Trade Missions, Statistics, Research, Events, Client Management, Strategic Relationships
- 1995 - 2000 **Marketing & Business Development:** G/COM, Summerside, PEI
Manager – Marketing Strategy & Planning, New Business Development, Client Management
- 1993 - 1995 **Marketing, Promotions, Research & Development:** General Accident, Toronto, On
Product Development, Website Development, Marketing, Public Relations, Promotions, Training
- 1993 **Marketing Research Analyst:** Pro-market International, Ottawa, On
Market Research, Industry Research, Competitive Research, Consumer Research
- 1991 - 1992 **Marketing Research Analyst:** TAO Research Associates Inc, Ottawa, On
Market Research, Consumer Research

+ EDUCATION & TRAINING

- 2008 Certified Trainer & Coach, Duct Tape Marketing, Kansas City, Missouri
- 2008 Dale Carnegie Effective Communications & Human Relations, Sussex New Brunswick
- 2007 Certified Trainer & Coach, Ladies Who Launch, California
- 2006 Internet Marketing Awareness, ProfitLearn PEI, Charlottetown, Prince Edward Island
- 2004 Economic Development, Economic Developers Association, Flamborough, Ontario
- 1998 Apply Selling Techniques & Skills for Sales Success, Holland College CPSA Program
- 1993 Communication Dynamics, Algonquin College, Nepean Ontario
- 1994 Business Marketing, Algonquin College, Nepean Ontario
- 1991 Media Advertising Sales, Humber College, Etobicoke, Ontario
- 1988 High School Graduate, Three Oaks Senior High, Summerside, Prince Edward Island

GET IN TOUCH WITH ME



Websites:

<http://about.me/nancybethguptill>
<http://www.sweetspotmarketing.ca>



Email:

nancybeth@sweetspotmarketing.ca



Mobile Phone:

902-954-0481

Business Phone:

902-724-3330

+ PROFESSIONAL SKILLS

- Digital Marketing
- Traditional Marketing
- Content & Messaging
- Media & Public Relations
- Written & Verbal Comm
- Research & Analysis
- Blueprints & Roadmaps
- Strategy & Tactical Plans
- Technology & Digital Tools
- Professional Speaker
- Trainer & Coach
- Presentation Skills
- Project Management
- Microsoft Office
- Open Office

+ PERSONAL QUALIFICATIONS

- **Twenty years experience as a workshop creator & presenter.**
- **Highly independent, self-motivated, and disciplined** individual who thrives under constant pressure when working on projects with defined goals, objectives and deadlines.
- **Excellent verbal and written communication skills** with proven ability to be clear, concise, influential and persuading.
- **Excellent human relations and interpersonal skills** noted for being extremely professional yet personable.
- **Critical Thinker** with strong problem solving and opportunity identification skills, including the ability to listen, observe, assess, analyze, evaluate, and interpret the people, circumstances and situations at hand.
- **Knowledgeable in a variety of software applications** including office suite systems, production, publishing, graphics, digital tools, contact management and databases
- Recognized for natural ability to build strategic partnerships and alliances

+ PROFESSIONAL ASSOCIATIONS

- **Past President** – Speak Easy Toastmasters
- **Executive** – Summerside Chamber of Commerce
- **Executive** – Canadian Women In Technology
- **Member** – Information Technology Association PEI
- **Member** – PEI Business Women's Association
- **Member** – PEILOCAL.com



Who We Are

Sweet Spot Marketing is a leading small business training and education company serving Atlantic Canada. As **training consultants**, we employ experienced experts to train, advise and guide entrepreneurs and small businesses through various elements of developing their business.

We are the first hybrid coach-consultant Marketing Firm in Atlantic Canada to offer an integrated systematic approach to building and installing high quality business development programs through coaching, training, speaking, and mentoring workshops delivered in-person or remotely in group and one-on-one environments.

We specialize in new media marketing training, education and consulting, and we live by the motto "**It is better to know than to think you know**" because there is power in knowledge. Our goal is to share information on a number of business development topics, specifically e-commerce, marketing automation, digital & traditional marketing, mobile marketing, new and social media, and building successful online businesses through the use of innovative technologies. We also have a host of programs in the areas of small business development; business retention, expansion and attraction; sales and selling; creativity, commercial innovation and entrepreneurial thinking.

With a diverse global network of business associates, Sweet Spot Marketing Canada has the ability to deliver programs in multi-languages. We are long-term focused and committed to holding our clients accountable for moving their marketing and business development initiatives forward. We have proven strategies and tactics that help our clients systematically build their business. We provide advice and creative expertise when needed.

What We Do

We help our clients become highly Socially Engaged Enterprises, ones that connect and build relationships with their online and offline customer audiences. Working closely with marketing and business development teams, we co-develop marketing programs and social campaigns that create market interest in products and services, while building brand loyalty that converts to new business attraction, customer retention, and potentially new customers.

We use social media listening, tracking, monitoring and engagement tools that allow us to develop and successfully deploy social media strategies and tactical plans that help clients achieve their campaign goals. Through ongoing monitoring and measuring, we assess the impacts of social campaigns and provide advice on how to better engage with customer audiences on the social web.

We co-author Social Media Policies & Guidelines that protects the company and integrity of the corporate brand. These guidelines clearly outline proper use and etiquette of social media tools and networks that must be adhered to by staff when representing the company online.

We also develop marketing, social media, digital technology, entrepreneurship and small business training and coaching programs that are designed and tailored to meet the specific learning needs of clients.

INDUSTRY EXPERIENCE

Founded in 2008, Sweet Spot Marketing Canada specializes in small business marketing training, coaching and consulting services. We work with government, industry organizations and corporate business who serve sector specific entrepreneurs, small business and commodity groups. We work with our clients to develop customized training programs tailored to the specific and unique needs of the industry and business sector.

In consultation with clients, we develop customized training programs that include a combination of live training, webinars and e-learning coaching and support using online project management software, VOIP technology and two e-learning membership sites. One-learning systems focuses on small business marketing and development, the other focuses on Online Internet Marketing.

While the marketing and business development training programs are topic specific, an underlying goal is to teach participants the principles and methodologies of how to develop systematic processes and procedures that produce predictable results, and can be applied to any marketing and business development initiative that is undertaken by the business.

We also provide consulting and coaching services to government, industry groups and corporate business. We work on a project by project basis or on long-term contracts as an outsourced, fully integrated traditional and digital marketing firm department.

Our ***Marketing and Business Development Training and Consulting*** clients include:

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|---|--|
| i. PEI Craft Council | ii. BizLaunch Canada |
| iii. PEI Culture Human Resource Sector Council | iv. ProfitLearn PEI |
| v. PEI Department of Agriculture & Forestry | vi. CEED PEI |
| vii. Agriculture & Agri-Food Canada | viii. Resources West |
| ix. Summerside Farmers Market | x. East Prince Women's Information Centre |
| xi. PEI Transportation & Infrastructure Renewal | xii. PEI Women's Network |
| xiii. PEI Construction Sector | xiv. East Prince Seniors Initiative |
| xv. University of Prince Edward Island | xvi. Atlantic Canadian Seafood |
| xvii. North Cape Coastal Drive | xviii. Active Communities Inc. / Island East |

Our ***Keynote Speaking, Master of Ceremonies & Panel Member*** clients include:

- | | |
|---|--|
| i. Agriculture Alliance of New Brunswick 7 th Annual AGM: Keynote Speaker – Social Media, 2013 | ii. Atlantic Food & Beverage Processors Association 10 th Atlantic Conference: Keynote Presenter – Social Media, 2013 |
| iii. International Council for Small Business, 2008 ICSB World Conference | iv. Enterprize Atlantic 2009 : Women at the Helm – The Art of Leadership |
| v. Summerside Chamber of Commerce | vi. PÉRCE |
| vii. Crombie Reit, County Fair Mall, 2013 | viii. New Brunswick Agrologist AGM, 2013 |

Please Note: Permission is required prior to contacting above clients.

About Nancy Beth Guptill

Nancy Beth Guptill

Professional Speaker, Trainer, Coach

As a Digital Marketing and Small Business Development Training Consultant, Nancy Beth Guptill is passionate about education, training and learning. She is an experienced speaker, trainer and coach who has worked with leading global companies to provide custom training solutions for the Agriculture, High Technology, Tourism, Hospitality, Craft and Retail sectors.

With over nineteen years experience in online internet marketing, and twenty-five years experience in Business Marketing, Economic Development, Entrepreneurship, Creativity, and Commercial Innovation, Nancy Beth has trained, coached, and mentored thousands of individuals and companies across North America.

In 1993, when Nancy Beth was working in the head office of General Accident Assurance Company of Canada, she was responsible for developing their Online Document Store in CompuServe. As part of her mandate, she developed and delivered training programs for Corporate Sales Staff and Canadian Insurance Agents on how to navigate their way through this state of the art technology, to access General Accident's insurance forms and business documents on the world wide web. This was the beginning of Nancy Beth's professional training career in Online Internet Marketing and Sales.

Nancy Beth launched a part-time training consulting business, Vantage BizServices, in 2003 and became one of ProfitLearn PEI's very first training facilitators. During ProfitLearn PEI's nine-year existence, Nancy Beth was one of the organizations key training facilitators, and she created and delivered ten different training programs for the organization.

In 2006, Nancy Beth became BizLaunch Canada's lead trainer for Atlantic Canada. She managed the region from 2006 until 2010, when BizLaunch decided to deliver their training programs exclusively through webinars and ceased live training in local markets. During her time with BizLaunch Canada, Nancy Beth co-developed and delivered training programs in multiple locations throughout the region for large corporate clients including Staples and Bell Aliant.

In June 2008, Nancy Beth founded Sweet Spot Marketing Canada, a training and education business serving Atlantic Canada. Through Sweet Spot Marketing, Nancy Beth has created and delivered custom training programs for over thirty clients. The company has a host of business development programs in the areas of e-commerce, digital technology, mobile marketing, new and social media, and building successful online businesses through the use of innovative technologies.

With a diverse global network of business associates, Sweet Spot Marketing has the ability to deliver programs in multi-languages.

PRIMARY SERVICES

Keynote Speaker

Customized Consulting & Coaching Services

- Traditional Marketing
- Digital & Social Media Marketing
- Mobile Text & SMS Marketing
- Event & Tradeshow Marketing
- Media & Public Relations
- Content & Messaging
- Audits & Assessments
- Blueprints & Roadmaps
- Strategy & Tactical Plans
- Primary & Secondary Research
- Client Audits & Interviews

Customized Workshop Development & Delivery

- Curriculum Development
- Workshop Delivery & Support
- Workshop Booklet and Handouts
- Feedback Form / Exit Survey
- Unlimited Email and Telephone Support
- Unlimited online coaching through a dedicated marketing coaching website

E-Learning Memberships: Start-Up, Business Development & Internet Marketing

- Business Start-up Academy: www.SweetSpotStartUpAcademy.ca
- Business Development Academy: www.SweetSpotMarketingAcademy.ca
- Internet & Digital Marketing Academy: www.SweetSpotInternetAcademy.ca

VALUE ADD SERVICES: Event Marketing & Attendance Boosting

Event Marketing & Attendance Boosting Services

- Event Landing Page & Enrolment
- Pre-Marketing Campaign
- Pre-Workshop Knowledge Survey
- Attendance Boosting

Primary Research Summary Report

- Pre-Workshop Knowledge Survey
- Post-Workshop Exit Survey

Sweet Spot Marketing provides some attendance boosting services at no additional cost. These services include:

- i. Creation of an event landing page that can be used in marketing and promotions. This event landing page can accept online enrolments and payments.
- ii. A Pre-workshop Knowledge Survey is conducted in advance of the scheduled workshop dates. The results assist in the final development of the program, ensuring the content is tailored to the knowledge level and learning needs of registered participants
- iii. Creation of a rich media promotional presentation for use in online marketing. The presentation can be included in email marketing, social media marketing, and posted to a website or blog.
- iv. Inclusion on our events calendar
- v. Promoted in our e-marketing and social media marketing

Sweet Spot Marketing conducts a post workshop survey and provides a two page summary report, plus a rich media presentation that can be used for promotional purposes. For the rich media presentation, we need permission from participants to take pictures and video testimonials for inclusion in the presentation.

SERVICE DELIVERY

We provide globally adopted, proven methodologies and systems that include:

- Consulting Services
- Coaching & Mentoring Programs
- Training & Workshops
- E-Learning & Online Support
- Webinars & Tele-seminars
- Distant Learning & On-Site Services
- Group and One-on-One Sessions
- Dedicated, Secure Coaching & Consulting Website
- Toolkits, workbooks, audiobooks, white-papers, software programs and much more
- Ability to deliver bi-lingual programs, primarily French and English

HOW TO CONNECT

By Phone

Please feel free to call us anytime (902-724-3330). We are here to help. If we are not immediately available, please leave a message and we will return your call as soon as we can. Sweet Spot Marketing's main office number is the only number you need to remember. We will forward that number when necessary so you do not need to wonder how to reach us. We do turn off phones when meeting with clients in order to give them our undivided attention, so please leave a message if we do not answer. We try our best to always return phone calls on the same day we receive them, even if it is after hours. We encourage you to call for any reason, even if it is to simply collaborate and bounce ideas off of us.

Mailing Address

If you ever need to send us parcels and mail, here is our mailing address:

Sweet Spot Marketing Canada
155 Central Street
Summerside PE, Canada
C1N 3L7

Digital Digits

Nancy Beth Guptill, Founder & President
Sweet Spot Marketing, Summerside, PEI

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www.SweetSpotInternetAcademy.ca

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Twitter: [@SweetMarketing](https://twitter.com/SweetMarketing)
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Owner & President



TRAINING CONSULTANTS
Speaking | Training | Coaching



Marketing Automation - Digital Technology
New & Social Media - Mobile Marketing

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