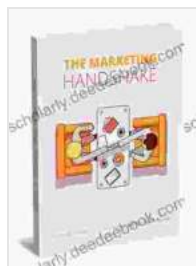


# Marketing & Trade Show Success With Lynda Robinson



## MarketingHandshake by Lynda S. Robinson

★★★★☆ 4 out of 5

Language : English  
File size : 1298 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 27 pages  
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Lynda Robinson, the founder of Marketing Handshake, an award-winning marketing and trade show marketing firm, is a renowned expert in the field of marketing. With over 30 years of experience, she has helped countless businesses achieve success through her innovative marketing strategies. In this article, we will explore Lynda Robinson's journey, her insights on marketing, and her tips for achieving marketing success.

## **Lynda Robinson's Journey**

Lynda Robinson's passion for marketing began at a young age. She was always fascinated by the power of marketing to connect with people and influence their decisions. After graduating from college with a degree in marketing, she started her career at a small advertising agency. However, she quickly realized that she wanted to do more than just create ads. She wanted to develop comprehensive marketing strategies that would help businesses achieve their goals.

In 1998, Lynda Robinson founded Marketing Handshake. The company's mission is to help businesses connect with their target audience, generate leads, and close sales. Over the years, Marketing Handshake has grown into an award-winning firm with a team of experienced marketing professionals.

## **Lynda Robinson's Insights on Marketing**

Lynda Robinson believes that marketing is not just about selling products or services. It's about building relationships and creating value for customers. She emphasizes the importance of understanding your target audience, developing a strong brand identity, and creating content that is relevant and engaging.

Robinson is also a strong advocate for trade show marketing. She believes that trade shows are a powerful way to connect with potential customers, generate leads, and build relationships. She has developed a proven system for trade show success that has helped her clients achieve remarkable results.

## **Lynda Robinson's Tips for Achieving Marketing Success**

Lynda Robinson has shared her insights and tips on marketing success in numerous articles, books, and presentations. Here are some of her key takeaways:

### **1. Define Your Target Audience**

The first step to marketing success is to define your target audience. Who are you trying to reach? What are their needs and wants? Once you understand your target audience, you can develop marketing campaigns that are tailored to their specific interests.

### **2. Develop a Strong Brand Identity**

Your brand identity is what sets you apart from your competitors. It includes your company name, logo, tagline, and overall messaging. Make sure that your brand identity is consistent across all of your marketing materials.

### **3. Create Content That Is Relevant and Engaging**

Content marketing is a powerful way to attract and engage your target audience. Create content that is relevant to their interests and provides value. This could include blog posts, articles, videos, infographics, and more.

### **4. Use Technology to Your Advantage**

Technology can be a powerful tool for marketers. Use technology to automate your marketing tasks, track your results, and gain insights into your target audience.

## 5. Measure Your Results

It's important to measure your marketing results so that you can see what's working and what's not. This will help you optimize your marketing campaigns and improve your results.

Lynda Robinson is a true marketing expert. Her insights and tips on marketing success have helped countless businesses achieve their goals. If you're looking to improve your marketing efforts, I encourage you to learn more about Lynda Robinson and her work.



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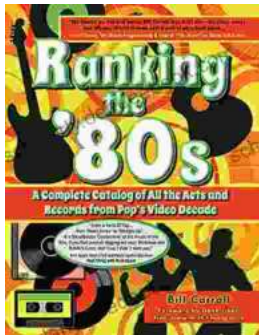
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