



Southwest Michigan PTAC

Government Contracting Marketing Webinar Series

Presented by: **Lonna Hardin of Do Slay**

January – March 2022



Pre-registration is required for each day. Registrants are encouraged to attend both virtual sessions offered each day, however, it is acceptable to attend only those of most interest. A link to attend is sent to those pre-registered on the day of each session.



Read more about our presenter Lonna Hardin on page 2.

January

- **January 11th: [Registration](#)**
 - 1:30 p.m. - 5 Myths Federal Contractors Should Understand About Marketing
 - 2:45 p.m. - The #1 Reason Most Federal Contractors Fail At Marketing
- **January 12th: [Registration](#)**
 - 1:30 p.m. - Why Every Federal Contractor Must Have A Customer First Mindset
 - 2:45 p.m. - What Federal Contractors Must Do To Build An Irresistible Brand

February

- **February 8th: [Registration](#)**
 - 1:30 p.m. - How Federal Contractors Can Tighten Up Their SEO
 - 2:45 p.m. - Content Marketing & What Every Federal Contractor Needs To Know
- **February 9th: [Registration](#)**
 - 1:30 p.m. - Six No Cost Marketing Hacks Until You Secure Your First Federal Contract
 - 2:45 p.m. - The 8-Letter Word Every Federal Contractor Must Master In Marketing

March

- **March 8th: [Registration](#)**
 - 1:30 p.m. - Best Marketing Practices Federal Contractors Need To Compete Like A Giant
 - 2:45 p.m. - Social Media Management Best Practices When Exploring Federal Contracting
- **March 9th: [Registration](#)**
 - 1:30 p.m. - Tools To Build Capacity and Thrive Online As A Federal Contractor
 - 2:45 p.m. - 7 Low Cost Tools Federal Contractors Can Use To Reach More Customers

Lonna Hardin of Do Slay: Marketing Webinar Schedule

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Bio: Lonna Hardin of Do Slay



Lonna Hardin received her Masters of Science in Digital Marketing from Full Sail University and holds 11 certifications in specializations including content marketing, funnel development, search engine marketing, social media marketing, ecommerce, email marketing, analytics, and more. She is Google Analytics and Adwords certified.

Lonna began her career working as Marketing Consultant for one of the top legal marketing firms in the U.S. During this time, she was tasked with managing client accounts in urgent status and became quickly recognized for successfully turning each around resulting in an impressive 48% increase in client ROI year-over-year and a 95% client retention rate.

Soon, Lonna became Training Coordinator over the company's entire marketing team developing courses and facilitating an online training platform to help deliver exceptional client results in an agile environment. Lonna's credentials also include Bachelor of Arts from Spring Arbor University in Management and Organizational Development, as well PMI ACP/Project Management training.

Lonna is also well known for her work in Silicon Valley. Working on the Uber Everywhere team taking the company from 6 to 354 markets. She also worked with the telehealth startup Doctor on Demand helping the company and remote doctors launch both their primary care and psychology offerings. Recently she served as Marketing Consultant for LifeGuides a startup under the direction of Board Director Will Bunker, founder of Match.com helping the company launch, raise capital, scale their technology platform for caregivers and employee wellness and implement multi channel marketing techniques.

