

Marketing Topics for Groups & Associations

There's lots of ways to promote your business – from postcards and social media to videos and Pay-Per-Click. But how do you choose the best marketing tools for your company? Nancy Siper, president of an award-winning advertising agency, is a problem-solver with over twenty years of marketing experience. She is adept at reviewing a businesses' marketing history and quickly assessing how they can make improvements to get better results.

Why Your Prospect Said No - Understanding the Decision Making Process

Attendees will learn:

- The three phases that all of us must go through before making a purchase of any size
- Examples of which marketing tools are most effective in each phase of the decision-making process
- Why marketing fails
- Seven questions that will improve your marketing

first impressions

strategic planning • integrated marketing • design

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What People Are Saying About Nancy Siperá...

"It is has been my great pleasure to work with Nancy Siperá and her wonderful team at First Impressions Advertising, Inc....I consider First Impressions a valuable member of my creative team and look forward to working with them on future projects."

University of Pennsylvania

"I can honestly say that this entire program has been a success! I wouldn't have been hired by one of Philly's professional sports teams without it."

Debi Detwiler, DDA Promotional Products

"RE/MAX of New Jersey has worked with Nancy and First Impressions for the last 7 years. Nancy is incredibly easy to work with and has gone above and beyond on several occasions when I have found myself needing some last minute work or if I am in a bind – even on a Saturday! First Impressions is definitely a great partner for RE/MAX!"

RE/MAX of New Jersey

"The Mental Health Association in Southwestern New Jersey is a 50 year old non-profit community service agency that wanted to "energize" its marketing materials and project the essence of the organization's broad mission. First Impressions Advertising Inc. listened, analyzed and understood our vision and then utilized their creative talents....we are delighted with our "new look" and pleased that it succinctly conveys our programs and services."

Mental Health Association of Southwestern New Jersey



About Nancy Siperá Lines, shapes and colors. Alone, they mean nothing. But blended together by an exacting hand, and they can work magic. They can also sell a lot of product or open doors to a whole new clientele. Nancy Siperá has worked such magic for her own clients. It's why she's the six-time winner of The Communicator Award.

Nancy's experience includes client development and account management, as well as design, marketing strategy, media buying, and advertising planning. As President of First Impressions, her client list includes: The University of Pennsylvania, Rutgers University, Atlas Van Lines' franchisees, Homestead Insurance Company, New Jersey Transit and RE/MAX of NJ. She has worked with national hotel flagships, restaurants and also NCI-supported cancer studies, as well as diabetes and ophthalmic care. Her experience spans a multitude of industries, including banking, building, corporate training, education, HVAC, insurance, IT, legal, manufacturing, retail, real estate and senior services – both for the general consumer and B2B.

Nancy was a radio host, and also a co-founder of Girlfriendz Magazine, the only regional magazine for baby boomer women. She is the co-founder of Women of Wit & Wisdom, a networking and resource group for professional women in Philadelphia.