

NASHVILLE, TN, October 13, 2013 **/24-7PressRelease/** -- Branding and marketing expert, Christine Brown, will present "Simple Steps, Big Results" at the 10th Annual Tennessee Economic Summit for Women and Vision 2020 Regional Congress, in Nashville. During Brown's presentation, she will share branding and marketing secrets to attract new customers with important strategies and insights into consistent branding and how to integrate social media into marketing plans.

"A strong online presence is a key to many business' marketing programs," said Chris Brown, President of Marketing Resources & Results and author of Branding & Marketing. "My presentation will cover several essential topics and techniques on how to effectively utilize online marketing tools and powerful branding for business development."

Brown offer strategies on how to successfully attract new customers. The break out session will cover several marketing tactics, including integrating social media and electronic tools into marketing programs as a means of reaching and engaging a target audience. Suggestions on how to maintain a consistent brand across all media platforms will also be given.

"Electronic marketing is an excellent means of reaching prospective customers, in addition to engaging with them and generating leads," said Brown. "If used correctly, it can be a more effective marketing tool than more traditional methods."

The 10th Annual Tennessee Economic Summit for Women will be held on Monday, October 28 at the Nashville Airport Marriott, in Nashville, Tennessee. Brown's presentation is from 11:00 a.m. until 11:55 a.m. in Salon D.

About Chris BrownChris Brown is Vice Chair of the Board of Directors for ATHENA International, a non-profit organization dedicated to women's leadership headquartered in Chicago, and President of the Northeast Ohio marketing firm, Marketing Resources & Results, Inc. The full service firm provides marketing strategies and services to help companies launch new products, increase brand recognition and capture new customers. Brown's award winning-blog, Branding & Marketing, contains over 1,000 articles and has over 17,000 subscribers. Her new book, Simple Steps, Big Results: Branding and Marketing for Small Business Owners, will be published in fall 2013. She provides marketing seminars for associations, companies and other organizations. For more information, call 330-656-9793 or visit <http://www.resources-results.com>.