

NEWSLETTER

MAEA UPDATE



MAEA's professional development committee is already working on the MAEA's Conference for 2025. Stay tuned for dates and location!

10 SIMPLIFIED RULES FOR MARKETING:

- 1.) **THEY DON'T KNOW WHAT YOU DO:** You know more about what you offer and are closer to your day-to-day than the average prospect and customer. So when putting your messaging and campaigns together, it's best not to assume your target customers know what you do or how it will help them solve a problem.
- 2.) **THEY DON'T CARE WHAT YOU DO:** On average, your prospective customers may be too consumed with their own schedules, tasks, deadlines, and daily life to notice the details of your program on a regular basis. It's a good idea to remember that the conversations you have 100 times a week may be a first to the next customer. **MORE NEXT MONTH!**

GRANT UPDATES:

The Marketing Committee continues to work with Cary Weston from Weston and Associates to refine the landing page for maineadulted.org. Information learned will be shared with the field soon. This is all possible due to a grant from the Davis Family Foundation.

IMPORTANT MEETING DATES:

- Legislative Breakfast, Thursday, March 6th, Senator Inn, Augusta
- COABE 2025 Conference, March 31 - April 2, Dallas, TX