

## Stand Out in Today's Digital Marketplace

New MarketAPeel Summit brings together a dozen professionals to answer one question... "How to Stand Out in Today's Digital Marketplace" to help small business find ideal customers in uncertain economic times

# Do you wonder why marketing



# works for others but not you?

**STAND** Jan 30 - Feb 3  
**OUT SUMMIT**

Vancouver, British Columbia Jan 28, 2023 ([Issuewire.com](http://Issuewire.com)) - MarketAPeel has launched a new virtual summit platform to help people find the solutions they are looking for and businesses find the people who have the problem they solve.

Shannon Peel of MarketAPeel said, "You spend hours trying to connect with your ideal audience online and in the end, the results are not reflective of the effort you've put in. As you see others get more engagement on social media and hear stories of people making millions online, you start feeling like it's unfair and you want to give up." She knows the feeling because she has felt defeated by the algorithms and the lack of results from her efforts.

In 2022, she explored speaking as a marketing channel and felt it was the perfect platform to combine with her brand storytelling agency and digital publishing house to help people find solutions. "It was a natural progression for the MarketAPeel brand to bring all its promotional products to a virtual stage to benefit both businesses and audiences who are struggling to find each other." Her approach is unique because she packages the content using her digital book publishing house to create a multimedia, interactive experience long after the summit is over.

## The Stand Out Summit

From Jan 30th to Feb 3rd, 2023, over a dozen speakers will answer the question, "How can you stand out in today's digital marketplace?" Anyone who is trying to tell their brand story online will learn actionable ideas, hear stories, and find solutions to help them Stand Out online.

## The Hosts

Shannon Peel, the brand storyteller, and owner of MarketAPeel will be hosting the virtual event along with Rich Bontranger of How to Rock the Stage.

## Key Speakers

**Shannon Peel**, [Brand Storyteller and Digital Publisher](#) will share how to know what you want to be known for to create a brand that stands out. Shannon has 30 years of experience in marketing, advertising, writing, and creating a brand. She is the owner of MarketAPeel, host of the BrandAPeel podcast, author of the BrandAPeel Digital Book, publisher of the APeeling digital Book series, and organizer of MarketAPeel Summits. She knows how hard it is to be a solopreneur in the digital world and strives to create platforms small brands can use to tell their stories to ideal audiences.

**Rich "Trigger" Bontrager** is the creator and host of [How To Rock the Stage Show](#), airing live each Wednesday night. Rich hosts the National Speakers Association (NSA) podcaster, author forums, and the new NSA LIVE show Behind the Stage. Entrepreneurs, executives, and speakers hire Rich to unleash their brand authority by learning media-savvy skills that help them shine on camera and stage. His passion comes from his 30 years as a professional broadcaster, keynote speaker, and Pastor. Rich coaches individuals and companies small and large to learn media-savvy skills, and abilities and help you create your own media empire that amplifies and elevates you with your industry and beyond.

**Lilian Sue** is a [PR coach, publicist, and writer](#) who helps creative entrepreneurs and brands gain the confidence to learn how to make public relations work to craft brand stories on a worldwide scale. She crafts PR strategies to build trust and credibility and leverage the right relationships with key media to get brands in front of the right audiences. Lilian coaches people and supports them to push past the mindset blocks stopping them from moving forward, and gain clarity on their PR goals and marketing ideas.

Over 5 days, 12 speakers will share their insights to help audiences solve their marketing frustrations and get more from their efforts by standing out to the right audience. "It's all about matching those with

solutions with those who have the problem," says Shannon. After the event, the attendees will receive a copy of the multimedia, interactive digital book, *"How to Stand Out in Today's Digital Marketplace"* before it goes on sale on March 20th

Get your ticket for this solutions-packed virtual summit... You will walk away with ideas you can implement in your brand's online message to stand out and move forward toward your goals.

Discover what your ticket includes at <https://marketapeel.agency/summit>

The solutions to your online messaging problems are waiting for you at this new event...

MarketAPeel is a brand storytelling agency and digital publisher creating platforms for small business to tell their stories to audiences. MarketAPeel produces the BrandAPeel podcast, supports brands with the CreateAPeel coaching program, Publishes the APeeling digital magazine/book series, and organizes the MarketAPeel summits. MarketAPeel and its brands are privately held by branding expert - Shannon Peel in Vancouver, BC, Canada.

**Do you ever wonder if you're**



**kicking a dead horse?**

**Feeling like your competition**



**has the upper hand?**

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