

LaSheita Sayer
Small Firm Marketing and Business Development
Speaker Profile

Speaking Topics

- *Marketing your small firm online- Embrace the power of the web.*
- *The meat and potatoes of an internet presence for solo practitioners.*
- *Creative yet ethical Marketing for small firms*



About the Speaker:

LaSheita Sayer is a legal marketing professional and owner of ZoZo Marketing Group - a legal marketing consulting agency. As a professional member of the American Marketing Association, Search Engine Marketing Organization and the Legal Marketing Association she is a marketing expert with practical experience. In addition she has over 15 years experience as a marketing specialist in a variety of industries including legal services, high technology and consumer electronics. Her legal marketing experience includes Personal Injury, Family, Criminal and Civil Law firms.

Ms. Sayer holds a Bachelor's in Business Administration with an emphasis in marketing from CU Denver and she possesses specialized, professional training in Internet Marketing, Search Engine Optimization (SEO) Strategic Marketing, Public Relations, and Ethical Marketing for Lawyers.

Speaking Experience

LaSheita Sayer has been a guest speaker on Denver's KLDC, 800 AM Radio's Business show and the African American Leadership Institute, as a Marketing Communications Consultant.

Contact Information

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