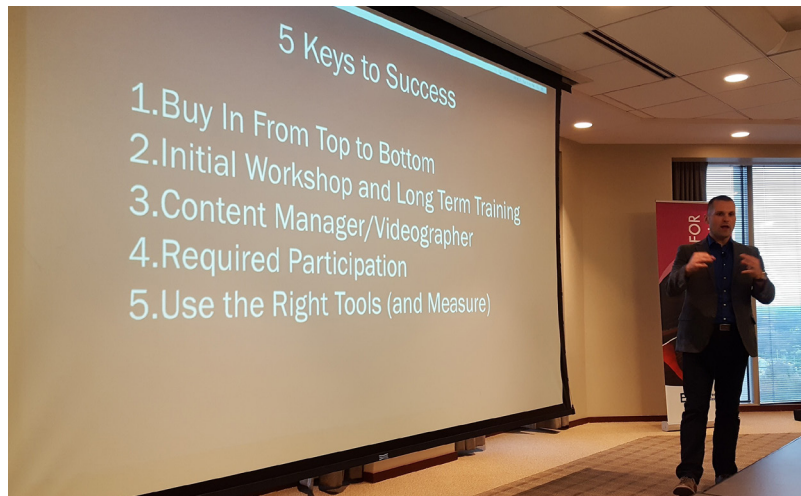


HOW DOES A POOL GUY TEACH AJ & MAP ABOUT CONTENT MARKETING?

St. Louis, MO - March 2017

AJ & MAP President & CEO, Andy Schwartz, and Marketing Director, Nichole Shores, attended Marcus Sheridan's EO Marketing event on building digital content marketing success. Marcus, a renowned "pool guy" who took his failing company into major success; really believes in transparency with his online audience and having the sales team be large contributors to marketing content as they are the company's best experts.

Nichole described the seminar, *"like a great marketing book reminding you the best ways to continue and modify your marketing strategies. I'm happy to see many of these topics we already do in some capacity and currently we're adding on more and making a few adjustments that are already in the works!"*



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