

MARKETING YOUR BUSINESS

3-PART SERIES WEBINAR

October 11
10 - 11 AM

Session 1 - The 6 P's of Marketing

Gain an understanding of marketing's role in your business, your positioning in the marketplace, and why your customers choose you over the competition.

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October 18
10 - 11 AM

Session 2 - Planning is a 4-Letter Word

Begin creating a marketing plan following a simple 5-step process that links to your organization's bottom line and overall goals.

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October 25
10 - 11 AM

Session 3 - Understanding Your Target Market

Gain an understanding of your ideal customer and where to find more like them. Learn how to engage them through digital marketing strategies.

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Presenter: Jeri Denniston

Sr. Business Advisor with Maricopa SBDC

