

Marketing Your Business Series

Attend 1 or all 4 classes

Increase your sales—Move your business to more successful levels—Establish a stronger brand
Marketing is one of the most important activities in any business. First—you need to have products or services to sell—and then, you need to find ways to let your potential clients find you. Once you create the sale, you need to find ways to have repeat customers, and build brand loyalty. Learn new ways to market, in our ever changing business environment.

- ◆ **Branding Your Business:** Define your business personality. Who are you? What do you want to say? To who? Identify your target market. How do you want to reach them?
 - What Branding Can Do For You: Identity Development, Consistency, Recognition
 - Logos, Color, Taglines, Promotions, Store signage
 - Printed materials; business cards, brochures, flyers, postcards, posters
 - Walk through how to use vistaprint.com -discounted on-line services, for printed marketing materials

Thur 6:30-9:00pm 3/5

- ◆ **Marketing Communications:** What will people read about you and your products and services?
 - Articles in journals, newsletters, newspapers, & magazines (FREE)
 - Printed newsletters
 - Enewsletters, such as constantcontact & iContact
 - Online presence, including: website, blogs, facebook, myspace, etc.
 - Press releases to local press, magazines, etc. (FREE)
 - Webinars: (and other on-line venues)

Thur 6:30-9:00pm 3/12

- ◆ **Events:** Places to participate to make contact with customers and potential customers.
 - Event listings in local papers and on websites are (FREE)
 - Expos, Open Houses, Trade Shows and Workshops — many opportunities, all year long
 - Places to distribute your branded items, including, giveaways, business cards, etc
 - Graphics: displayed to reinforce company name, logo, products/services, benefits, etc

Thur 6:30-9:00pm 3/19

- ◆ **Advertising:** Do an annual media plan for your business. Plan your dollars wisely. Frequency is important. Follow-up with asking where your customers heard about you (called tracking). Consider who is your target market, and where is it likely they will read, hear or see you?
 - Print: Newspapers, magazines, newsletters
 - Radio: numerous stations/ best for events and retail
 - Cable TV: used more frequently now
 - Web: lots of opportunities - Craig's List, [Myspace](http://myspace.com), [YouTube](http://youtube.com), etc.
 - Yellow Pages: both printed and on-line

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Linda Johnson, MBA, has worked in business for over 30 years, in a wide range of industries, from start-up to high tech. She has her own sales and marketing consulting business and has been active in the business community since 1983.

Room: Library Bldg., Room 171 all classes
Fees: Sign up for 1 class at \$49+\$5 mtl fee to instr or all 4 at the same time for \$179+\$20 mtl fee to instr.

Call:(408) 852-2801

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