

SMALL BUSINESS Marketing Boot Camp

Are you looking for more customers and increased sales for your small business?

The Small Business Marketing Boot Camp is a series of educational workshops offered by the *Illinois Small Business Development Center at Harper College*. Learn more about marketing your business to generate growth in sales. This overview series teaches key marketing fundamentals and practical applications for the small business owner. Recognize the importance of marketing and sales to growing your business and commit to budgeting time to focus on this by attending these workshops.

Marketing. What exactly is this? And why is it so critical to my small business?

February 19, 2013

Small business owners wear a lot of hats...director of marketing is one of them. This workshop helps you understand what marketing is and why having a solid marketing plan is critical to your business' success.

Define Your Target Market and Hone Your Marketing Message

February 26, 2013

Knowing who your targeted customers are, and their needs and wants, allows you to provide a better product or service. But it also helps you deliver your marketing message to them more efficiently. In this information age, your business is competing with a great deal of other information when trying to reach your targeted consumer. How do you get heard?

Time: 6:30 - 9 p.m.

(Refreshments and snacks will be provided)

Fees: Each workshop is \$25

(Register for all four workshops for \$75 and SAVE \$25)

Registration:

Call 847.925.6520

(Payment by check or credit card accepted)

Presenter:

Joan Dubnicka, MBA

Effective Marketing on a Shoestring Budget

March 5, 2013

Logos, business cards and flyers are a start. But learn about many more effective ways to reach your targeted customers, including email marketing, testimonials, and power partners.

The Role of Social Media and Websites

March 12, 2013

The Yellow Pages days are long gone. Learn how to control your business listing on on-line sites and the role of the website in your marketing. On-line reputations are critical. Businesses need to take an active and strategic role in monitoring their on-line presence and on-line reviews, like Yelp. Facebook, Twitter, blogging and other social media strategies will also be covered.

Place:

ISBDC at Harper College
Harper Professional Center
650 E. Higgins Rd, Ste. 18N
Schaumburg, IL 60173