

Can Your Customers **HEAR** YOU??

Is Your Message Lost In All The Noise?

Market Your Small Business in Today's Noisy World. Sign Up Today!

Harnessing The Internet

June 18th, 2009

8 am to 11 am OR 6 pm to 9 pm

\$49.00 Contact Coreen Trost to register

712-256-6552 ctrost@iwcc.edu

- Learn how to **FULLY** utilize your website to retain and gain customers. (if you do not have a website we will cover options on how to get started on a budget)
- Learn best practices on how to market your business online through Search Engine Optimization and paid advertising
- Learn how to utilize social networking tools and other web 2.0 tools to market your business.

Marketing For Entrepreneurs

June 22nd, 2009

8 am to 11 am OR 6 pm to 9 pm

\$49.00 Contact Coreen Trost to register

712-256-6552 ctrost@iwcc.edu

- Learn how to identify YOUR target your market (s)
- Identify your objective and position within the Market Place
- Promote your product within your budget
- Find marketing/advertising tactics that will work for your business AND your budget
- Learn how to develop and implement a 12 month marketing plan. (template and resources will be included)



**Iowa
Small Business
Development
Centers**



IOWA WESTERN COMMUNITY COLLEGE