

Marketing 101: How to Target Your Market and Find Winning Customers

One universal small business goal is to sell its products and services. This is best accomplished by positioning the business in front of the target audience, and offering something that solves a problem or that they can't refuse or find elsewhere. One of the smartest things a small business owner can do for his or her business is to take the time to develop a marketing strategy that will set them apart from the competition.

Join us for a basic overview on how to reach a broader customer base and expand your market and why it is vital to growth.

- **Advertising basics: Where to start**
- **Know Your Target Audience and How to Reach Them**
- **How to Conduct Market Research**
- **Marketing strategies, including websites, email, and social media**
- **Finding Cost-effective Ideas to Reach Your Audience**

Presenters:

Susan Long-Molnar, Managing Communications
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Date: Tuesday, November 29, 2016

Location:

CPES (College Park Executive Suites)
900 Commonwealth Place, Suite 200, Virginia Beach, VA 23464
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Time:

8:30am – Noon

Registration:

No Fee. Advanced registration is **REQUIRED**. [CLICK HERE TO REGISTER](#)

