

Accelerate your marketing ROI in 2019!

In three intensive workshops
you'll discover insight and tactics
to transform your marketing results in 2019

All three workshops led by Jennifer Morrow, an award-winning, seasoned marketer--
CEO of Creative Company and an SBDC Adviser.

November 16 Marketing Fundamentals

9 to 11:30 am, \$99

Whether seasoned marketer, business owner or manager, this intensive workshop will reveal foundational concepts to elevate recognition and boost response in all of your marketing channels.

This is NOT textbook college marketing. Instead, discover proven methods for today's audiences, developed from 40 years of delivering results to businesses like yours. Covers WIIFM to "point of choice"; the value of a visual and verbal brand; why your website is the heart of your marketing.

December 12 Creating Buzz, B2B Marketing

9 to 11:30 am, \$99

Marketing to other businesses, not consumers, requires a different strategy. How do you get warm leads? What tactics will cultivate a long-term sale?

If you provide professional services, or manufacture products or ingredients and sell to other businesses, this is the session for you. Discover how to market to support a longer sales process, methods to generate leads from your website, ways to connect with your audiences and help them choose what you provide.

December 13 Website Acceleration

9 to 11:30 am, \$99

Today your website is the heart of your marketing. Yet most people are frustrated with their website. Is it working? What's missing? How can you be more effective? What's SEO and why is it important? How do you decide which information goes where?

We'll review sample websites, calls to action, content choices, navigation and structure. You'll leave with tips, ideas, and resources to reinvent or refine your website and generate bigger results.

What about your social media? December 14, 2018.

Enroll in classes on Facebook, Instagram, LinkedIn and Google Business, each one hour. Choose which ones you want to attend. Each one filled with tons of how tos to rock your social media marketing. Each session is \$49 or \$149 for all 4.



**Center for
Business & Industry**

Chemeketa Community College



**Call 503.399.5088
to register today,
space is limited!**

All workshops held at SBDC, 626 High Street NE, Salem, Oregon