



MARKETING WORKSHOP SERIES FOR YOUR BUSINESS!!!!

The Squamish Nation Small Business Office would like to offer all interested SN Membership the opportunity to sign up and participate in Part 1 of a 2 part "Marketing for your Small Business" Workshop series.

Marketing is one of the most important business activities a company can do to establish its public presence and make its target audience aware of the products and services it offers.

Whether you are a Small Home-based Business, an Artist or are operating a business with numerous employees, it is critical in today's fast-paced economy to build a recognizable brand and stand out.

TRAINING OBJECTIVE

This course delivers a hands-on approach using real world marketing case studies and students' own businesses as lab exercises. They will learn how to position and present their business in a professional manner on and offline, increase their visibility to a targeted audience and gain feedback from a professional marketer as well as their peers who are also consumers

Upon course completion students will learn how to:

- Communicate the mission and vision of their business
- Define their company's value and core messaging
- Understand building a brand goes beyond the logo
- Learn the importance of market research and targeting customers
- Gain knowledge on how to create effective promotional materials
- Generate a straightforward marketing plan and budget for an effective promotion strategy
- Discover the best communication channels for small businesses to maximize their efforts
 - Email Marketing/CRM
 - Social Media
 - Public and Media Relations
 - Networking
 - Special Events
 - Direct Mail
 - Advertising
- Analyze and track marketing performance and return on investment

Register for our Marketing Level I course!!

Part I of "Marketing for your Small Business" Workshop Series will take place on the following dates at the Chief Joe Mathias Centre.

Tuesday, November 17th,
Wednesday November, 24th,
Tuesday, December 1st and Tuesday 8th, 2015
from 5:30PM to 8:30PM
at the Chief Joe Mathias Centre (Side room)

This is an excellent opportunity to learn how to move forward with your business, market to your target audience and increase sales!

You do not have to own a business to attend.

If you want to learn more and create some excitement for a business you are thinking of starting or for your existing business.....Please join us!!

THIS IS A FREE AND VALUABLE COURSE!

Spaces are limited so please register ASAP!!

Please contact Geena Jackson at: 604-306-7736 (cell) or gjackson_snt@yahoo.com