

MARKETING AND SALES STRATEGIES FOR SMALL BUSINESSES

You need to define your target customers to be successful in your marketing strategy. This customer-focused strategy allows for an effective implementation of sales campaigns that draw attention to the benefits of the products and services to the customers.

You need to brand your web presence to push people to your website. Social media efforts can be successful as part of your marketing strategy. Sharing critical information using a blog can help lead to more customers.

Learn how to promote your business! Come to this workshop to learn with our instructor, Matt Wiggins, Manager of the Greenwood Area Small Business Development Center, and Andy Johnston, CEO of AJ Design and Marketing, LLC.

CLASS: MARKETING STRATEGIES

Piedmont Tech 143 Hwy 72W Abbeville, SC 29620

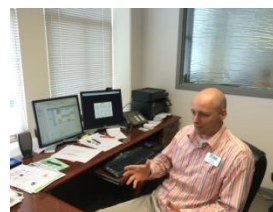
HOURS: 10am to 12pm

DATE: November 10, 2015

WHERE: Abbeville Campus

COST: Free (must register)

Registration: 864-941-8400



UPPER SAVANNAH

