



THE PLACE TO START & GROW YOUR BUSINESS

WESST TECHNOLOGY TOOLKIT®
LAUNCHED BY THE PNM JOB GROWTH
INITIATIVE AT WESST



SUSTAINING PARTNERS:



MARKETING ESSENTIALS

WESST TECHNOLOGY TOOLKIT®



Tuesdays, August 14, 2018 – August 28, 2018 | 5:30 – 7:30 pm

WESST Enterprise Center, 609 Broadway Blvd NE, Albuquerque, NM 87102

Session One – Intro to Marketing (8/14/18) – Intro to Marketing provides an overview of marketing concepts, strategy and activities for small businesses, including customer persona development.

Session Two – Building a Brand (8/21/18) – Building a Brand provides an introduction to marketing plans, advertising promotional mixes, and lays a foundation and method for building your brand, with a special focus on crafting an effective mission statement.

Session Three – Marketing in Action (8/28/18) – Marketing in Action focuses on developing an “elevator speech” for your business and implementing both web marketing and social media marketing strategies.

COST

\$75.00

REGISTRATION

Please register online at www.wesst.org or by calling Lorena Schott @ 505.246.6939

Reasonable accommodations for persons with disabilities and language assistance services are available for limited English proficient individuals. Please notify Lorena Schott at WESST when you register for class, or no later than 24 hours prior to your class, so that WESST can make sure necessary accommodations are available. All programs and services are provided to the public on a nondiscriminatory basis.

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