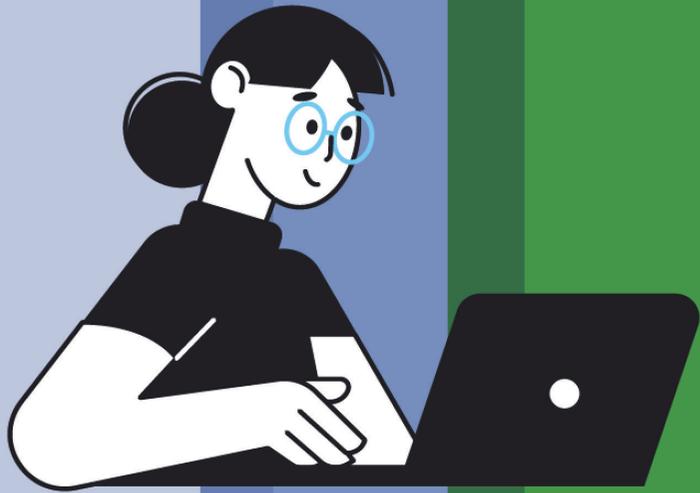


DEMYSTIFYING

MARKETING FREE WORKSHOP



TWO SESSIONS:

THURSDAY
FEBRUARY 15, 2024
and **TUESDAY**
FEBRUARY 20, 2024
8:00 - 10:00 A.M.

VILLAGE OF MANCELONA
120 W. State St., Mancelona

Presenter:
Kristina Schnepf
Marketing Guru &
Small Business Owner



“Who-hoo! I did a Google search today for “Elderberry Syrup,” and we showed up on the first page in Google Shopping...we know that the marketing (with Kristina) is working.”

Lori Kruger, Owner
Northern Elderberry

JOIN US!

As a small business owner, your success depends in large part on your purpose and passion. If you aren't passionate about your business, no one else will be either. That goes for both employees and customers alike! Despite what you might believe, marketing does not have to be complicated, expensive, or manipulative; nor is just advertising, social media, and promotion.

In reality, marketing is about knowing:

- Your audience
- Your price point
- And, how to find free and low-cost options to get in front of them!

Participants will participate in a 2-day workshop mapping out your purpose and passion as a small business owner, plugging that into your specific marketing mix, learning who your audience is really and how to prioritize your efforts to reach them, setting goals, and walking away with a customized and relevant marketing strategy catered to your small business. Each participant will also have the opportunity to meet one-on-one with the facilitator to review your completed marketing strategy together and receive feedback (and encouragement) of how to make it even stronger. Yes, you should expect to have homework after each session.

Presented by:



VENTURE
NORTH

No cost to attend but registration is required.

REGISTER HERE:

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