



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## **BUILD YOUR MARKETING TOOLKIT**

Presented by:

Jacksonville State University (JSU) Small Business Development System  
Northeast Alabama Entrepreneurial Center  
Anniston SCORE Chapter  
Constant Contact

Wednesday, November 12, 2014, 9AM – 11AM

CMP (Civilian Marksmanship Program) Building  
1470 Sentinel Drive, Anniston, AL 36207

### ATTENDEES OF THIS PRESENTATION WILL LEARN:

What marketing really is (and isn't)  
How marketing has changed in ways that benefit small businesses  
The 4 Pillars of Marketing Success  
The importance of setting goals and objectives  
Getting found online

- No fee charged for attendance, but seating is limited
- Registrations are required
- More information online, see link below

Register online or call:

<http://events.r20.constantcontact.com/register/event?oeidk=a07e9iwbyjme0121787&llr=u5ufapjab>

The NE Alabama Entrepreneurial Center at (256) 831-5215

or

The JSU SBDC at (256) 782-5271

### **AGENDA**

9:00 - 9:10	Welcome	Joe Grimes, JSU SBDC
9:10 - 9:15	Introduction of Speaker	Jennifer Williamon, NEAES & SCORE
9:10 - 11:00	Program	Mike Coleman, Constant Contact
11:00	Adjourn	