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=a07e9iwbvjme0121787&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