



Alabama Small Business Development Center Network

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

www.asbdc.org



Marketing Strategies for Small Businesses

Wednesday, March 18, 2015

9:00 am – 11:00 am

Digital Word of Mouth marketing that is working right now.

A proper marketing campaign is for getting people to Know, Like, and Trust you. Your objective is to get your message in front of people and compel them to want to do business with you, but most marketing today fails to do that. When they are ready to make the buying decision, you want them to call your company because of your stories that they connected with.

At this workshop you will learn:

- Why story is the most important part of your marketing and how Pixar can teach you to market more effectively
- The launch process John used (and that you can use too) to get thousands of highly targeted listeners to his pod cast and why you should consider podcasting for your business
- Discover how to use content you may already have to publish a book on Amazon in weeks
- A new technique to give your company a massive advantage on LinkedIn
- Why an integrated Facebook advertising plan is far important than building likes
- Integrating visual media like Youtube, Instagram and Pinterest to create engagement

UAH—University Center - Exhibit Hall
301 Sparkman Drive, Huntsville, AL 35899

Visit our website <http://www.uah.edu/sbdc> to register

Registration Fee: \$20 per person on day of event (Cash or Check only please)

GUEST SPEAKER: John Cote is the Award Winning author of several Amazon.com #1 Best Selling books.

His company, John Cote & Associates, develops growth strategies and consults on creating client marketing platforms by creating targeted social media advertising along with publishing best selling books, podcasts and online webinars.

A voracious reader, John invests a great deal of time researching cutting edge trends in technology, social media and marketing. His latest project is the Healthcare Elsewhere show, the worlds leading medical tourism podcast where patients share their success stories and he interviews Doctors and healthcare experts worldwide. His most recent #1 best selling book was published in September 2014 and is also titled HEALTHCARE ELSEWHERE. HealthcareElsewhere.com

Reasonable accommodations for persons with Disabilities will be made if requested at least two weeks in advance.
Contact: Magdaline Braxton Staff Assistant , 301 Sparkman Drive, Huntsville AL 35899 (256-824-6422).

The SBDC at UAH is a member of the Alabama SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration.