

The Strathcona Business Improvement Association is proud to present

Marketing for Small Businesses

how to outshine your competition



Thursday April 15th 7:30 am
Strathcona Community Centre, 601 Keefer St

What's your approach to promoting & marketing your business?

Do you attend networking events, use direct mail or place ads in the yellow pages? Or are you all about the next Tweet? Whatever your medium is for getting the word out - every successful marketing campaign should have the same foundation: a clear understanding of the market you are servicing. This session, hosted by Ghost CEO business development coach Heather White, will highlight the common mistakes business owners often make in marketing and the steps you can take to ensure your future marketing efforts are always a wise investment for your business.

Join us on Thursday April 15th at 7:30am.
Strathcona Community Centre, 601 Keefer Street Activity Room—1st Floor.
Space is limited so reserve your spot today. RSVP deadline is April 12th at 4:00pm.
Register online: <http://strathconabia.com/eventRegistration.php>