



KENT CHAMBER
OF ❖ COMMERCE



Marketing Toolbox Seminars

Join Us!

The Marketing Toolbox Seminar will help you increase sales and implement these important marketing strategies into your business. Facilitated by Kirk Davis, Certified Business Advisor, Green River Community College Small Business Assistance Center. A guest marketing specialist will present at each class.

January: Email Marketing - Creating Top of the Mind Awareness with Almost No Cost - **Wed, Jan 14**

February: TV - The 800 Pound Gorilla of Marketing (and it's cheap!) - **Wed, Feb 11**

March: Print - Build Awareness and Give People a Reason to Buy from You - **Wed, Mar 11**

April: Direct Mail - The Most Personal Form of Marketing - **Wed, Apr 8**

May: Merchandising - Your Store Has to Look Amazing - **Wed, May 13**

June: Branding - Let Your Customers Know Why They Should Only Do Business with You - **Wed, Jun 10**

July: Pricing - Make More Money with Less Effort - (Don't be the low price leader, really) - **Wed, Jul 8**

August: Online Marketing - The Best Ways for People to Find You Online - **Wed, Aug 12**

September: Website - Design the Functionality, the Message, and the Branding to Increase Sales - **Sep 9**

October: Referral Sources - Who are You a Solution For? (Let Them Know) - **Wed, Oct 14**

November: Design Your Customer's Experience - Happy Customers = More Customers - **Wed, Nov 11**

December: Signs, Signs, Signs - Learn the Best Ideas for Making Signs Sell For You - **Wed, Dec 9**

Time: 8:00 a.m.

Location: Kent Chamber Office (Rob Cannon New York Life Conference Room)
524 W. Meeker Street, Ste 1, Kent, WA 98032

Cost: Free to Chamber Members. \$10 for Non-Chamber Members

Register: Online at www.kentchamber.com