

MARKETING PLAN SERIES



STRATEGIES FOR REACHING YOUR TARGET

This four-part series leads participants through researching, pricing, branding, and the use of various media to reach their target audience. Two guest instructors will offer their expertise to the class:

- I. **Research (11/6)** – Learning how to structure a Marketing Plan, Researching Techniques, Identifying Market Share;
- II. **Pricing for Profit (Essential for Marketing) (11/13)** – Understanding low/high marks, Direct vs Distribution, Wholesale/Retail/Volume pricing, and breakeven. Team taught by Gary Beeson (author of *Pricing – How to Price Your Product* and owner of Hilosoft)
- III. **Creating an Image (11/20)** – Learning importance of image/branding, collateral materials, signage, ads, and where to put marketing monies (print, broadcast)
- IV. **Strategies for Social Media (12/4)** – Learning to target market online; the do's and don'ts of Social Media; where to spend time and money. Team taught by Carlos Parra, Owner of Professional Geek

U.S. Small Business Administration



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

CLASS LOCATION:
LAS CRUCES ASSOCIATION
OF REALTORS (LCAR)
150 E. IDAHO AVE
LAS CRUCES, NM 88001

DATES

Nov 6, 13, 20
Dec 4

FEATURING

Manny Morales, WESST
Program Trainer

Gary Beeson, Owner of
Hilosoft and Author

Carlos Parra, Owner
Professional Geek

COST

\$20 per workshop
\$60 for series (non-client)

\$15 per workshop
\$40 for series WESST client

REGISTRATION

Please register online @
www.wesst.org or by calling
WESST @ 575-541-1583

WHO SHOULD ATTEND?

Existing Business Owners

Start-up Business Owners



Reasonable accommodations for persons with disabilities and language assistance services are available for limited English proficient individual. Please notify Lorena Schott at WESST when you register for class, or no later than 24 hours prior to your class, so that WESST can make sure necessary accommodations are available.