



PORTSMOUTH VIRGINIA ECONOMIC DEVELOPMENT

Workshops

Small Business Marketing Series

The City of Portsmouth Department of Economic Development presents a series of workshops designed to help you market your small business.

In today's competitive marketing environment, the challenge to succeed in promoting and marketing your small businesses is greater than it has ever been. Turbulent times from limited budgets, competitive markets, slowed economic growth and other factors greatly affect the profitability of businesses.

Learn from the Marketing Experts:

- Market research techniques
- Target marketing
- Branding and budgeting
- How to use Social Media such as Twitter & Facebook
- How the Internet can grow your business

These workshops will not only provide a foundation for developing your *Marketing Plan* but will also help you learn how to be strategic with your marketing dollars and get the maximum exposure for your business.

Workshops are held from 6:00 -8:00 P.M. in the Portsmouth Partnership Briefing Center, 200 High St., Ste. 203. Please call Portsmouth Economic Development at **757-393-8804** to RSVP.



Department of Economic Development
200 High Street, Suite 200
Portsmouth, Virginia 23704-3622

“Small Business Marketing”

This workshop will discuss common marketing activities for small business owners.

Ms. Lauren Small,
Business Analyst
The Hampton Roads Small
Business Development Center

Monday, June 15th
6:00-8:00 P.M.
(RSVP by June 11th)

“Social Media: Another Tool In Your Marketing Tool Box”

This workshop will define Social Media, cover potential uses for your business, guidelines for usage, and factors for success. The presenters, Ringer/rg, have more than 55 years combined marketing experience and have been enamored with the Internet since 1994.

Jeff Ringer, President &
Richard Gearhart, VP
Ringer/ RG

Monday, June 22nd
6:00- 8:00 P.M.
(RSVP by June 18th)

Registration is FREE!

Space is limited!