



Alaska Small Business  
Development Center

UAA BUSINESS ENTERPRISE INSTITUTE

# Boost Your Business: Marketing Strategies for Your Small Business



***I KNOW I NEED TO MARKET MY BUSINESS, BUT I'M NOT SURE WHICH STRATEGIES WILL ACTUALLY WORK FOR ME - WILL THIS WORKSHOP HELP ME FIGURE THAT OUT?***

## Participants will learn how to:

- Identify the most effective marketing channels for their audience and budget, focusing on Direct Marketing, Digital Marketing, Public Relations, Customer Service, and Relationship Development.
- Apply practical, low-cost tactics - like targeted mailers, social media content, press releases, loyalty programs, and referral incentives that produce measurable results.
- Create a strategic marketing calendar to organize campaigns, track progress, and stay consistent over time.

**Boost Your Business: Marketing Strategies for Your Small Business** is an interactive **Live Webinar** workshop designed to help entrepreneurs and small business owners create a practical, customized marketing plan. From direct customer outreach to building a strong digital presence, you'll discover actionable tactics to attract, retain, and grow your customer base, without feeling overwhelmed.



## WORKSHOP LED BY:

KATIE NAVE  
RURAL BUSINESS  
ADVISOR

JOIN US ON  
MONDAY  
SEPT 15 | 5:30PM

PRESENTED VIA  
LIVE WEBINAR!



Scan with  
phone  
camera to  
register!



No Fee!



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