

Community Futures East Parkland

Presents the 2018

MARKETING PLAN CHALLENGE

"The Challenge that keeps on giving, everyone is a winner"

"Additional cash prizes available with a top prize of \$5,000"

YOU ARE INVITED to participate in the Marketing Plan Challenge (MPC). This challenge is designed to provide additional tools to help you start a new business or increase the growth of your existing business. With the assistance of a couple training experts, Community Futures East Parkland is offering you this opportunity to take your business to the next level.

The challenge runs from September 19, 2018 to November 14, 2018.

The Marketing Plan Challenge (MPC) is more than a competition; it is an opportunity to take your business to the next level by creating an effective marketing plan. Marketing is a key component that adds to your business' level of success.

The MPC is designed to help any small to medium sized business, operating or wanting to operate a business within the Community Futures East Parkland (CFEP) Region, to achieve its marketing goals by providing;

1. One day of **FREE** marketing training on **Wednesday, September 19, 2018** will be held at Lacombe Memorial Centre.

Dale Schaub, Business Facilitator, Business Link will provide training on;

- Understanding your market and how to use it to refine your offerings
- Identifying your target market and why it's important
- Strategies to maximum your marketing budget

Brian Preston, Owner/Designer, BP Media Works will provide training on;

- Website Essentials
- Search Engine Optimization
- Social Media Marketing

2. Marketing Plan Contest with cash prizes for the top three marketing plan winners;

- First prize - **\$5,000**
- Second prize - **\$2,000**
- Third prize - **\$1,000**

A panel of Independent Judges will select the Winners



How do you participate in this challenge?

1. If eligible, fill out and **submit** the attached **registration form by Wednesday, September 12, 2018.**
2. Attend the **free marketing plan training day on Wednesday, September 19, 2018.** See agenda below.
3. Create and submit your **marketing plan by Wednesday, November 14, 2018.**
4. **Winners** will be **announced on Wednesday, December 12, 2018.**

Eligibility

Eligible to participate

- Must be 18 years of age or older.
- Proposed/existing business must be located in the Community Futures East Parkland Region (see map below).
- New or existing business owners, students, researchers or anyone with a **sustainable** business plan or concept.
- Registration and/or marketing plan must be submitted by the deadlines.
- Marketing plan must be created by yourself or with assistance by someone within your business.

Ineligible to participate

- Previous Marketing Plan Challenge winner.
- Any plan that is created by a marketing specialist.
- Any plan that exhibits conduct which is unlawful, would reflect poorly on the reputation of the Challenge, harms or offends any of the CFEP staff or presenters in any way, or for any other reason at the discretion of CFEP.
- Corporate stores.
- CFEP staff members (past or present) or any of the immediate family of the prior mentioned.

If you have questions or concerns regarding the *Marketing Plan Challenge* please contact **Brenda Martin**, Economic Development Officer for Community Futures East Parkland.

bmartin@albertacf.com

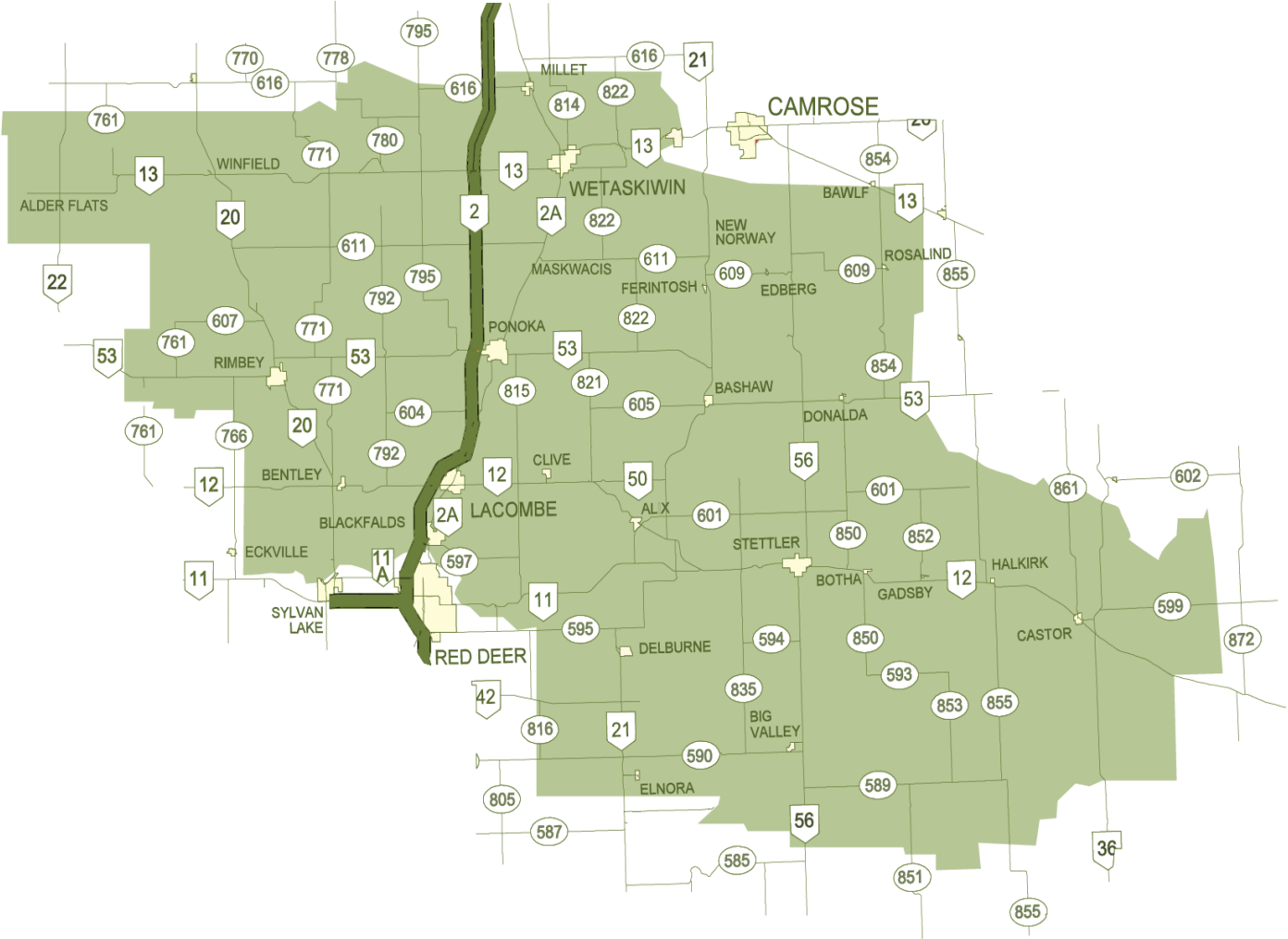
cell: 403-597-6408

“Attendance of marketing training is optional but would be very beneficial to creating a successful marketing plan”

“We look forward to seeing you on September 19, 2018”



Community Futures East Parkland Region



Free Training Day Agenda

When: Wednesday, September 19, 2018
Where: Lacombe Memorial Centre, County Room
5214 – 50th Avenue, Lacombe, AB

Agenda

9:00am to 9:30am:	Registration & Coffee
9:30am to 12:00pm:	Presentation by Dale Schaub
12:00pm to 1:00pm:	Lunch
1:00pm to 4:00pm:	Presentation by Brian Preston

All materials, food and beverages will be supplied. If you have any dietary needs, please let CFEP know by Wednesday, September 12, 2018

Dale Schaub, Business Facilitator from Business Link will provide training on;

- 1. Evaluating your market and determining your strategy**
 - Key elements of a marketing plan
 - Learning about your industry
 - Determining your businesses strengths and weaknesses
 - Standing out with a unique value proposition
 - Why setting goals and strategies is important
- 2. Identifying your target market and why it's important**
 - What is a target market?
 - Who is your ideal customer?
 - Why is it important to have a target market?
 - Breaking your market into reachable segments
- 3. Bringing it all together**
 - Choosing the right marketing techniques
 - Tying your techniques to your strategies and goals
 - Get help or do it yourself?

Brian Preston, Owner & Website Designer from BP Media Works will provide training on;

- 1. Website Essentials**
 - Overview of taking your business online (The 3 key elements)
 - What is a Domain Name?
 - What is Web Hosting?
 - Options for Website Design
 - Internet Statistics and Trends
 - Website design requirements to be successful
- 2. Search Engine Optimization**
 - What is SEO
 - Statistics on Search Engines
 - Determining your target audience
 - How to develop SEO ready content
 - Introduction to Google Analytics
 - Steps to improve your SEO (blogging, content writing, keywords etc.)
 - Hiring an "SEO Expert" and what to look for
- 3. Social Media Marketing**
 - Which Social Media accounts to use and why
 - Instagram basics (hash tags, content creation, filters etc.)
 - Twitter basics (hash tags, forming your message etc.)
 - Facebook basics (creating a business page, boosting posts etc.)
 - Advertising on Social Media & other platforms
 - Frequency of posting & when to post
 - Easy to use applications for content creation & managing multiple Social Media accounts