

Marketing Plan Challenge - Free Training Day Schedule

When: September 20, 2017
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 Cherie Klassen
12:00pm to 1:00pm:	Lunch
1:00pm to 4:00pm:	Presentation by Joshua Neufeld

All materials, food and beverages will be supplied. If you have any dietary needs, please let CFEP know by September 15, 2017.

Cherie Klassen, Marketing Manager from BusinessLink will provide training on;

1. Identifying your target market and why it's important

- Who is your target market?
- Why is it important to have a target market?
- How do you find your target market?
- Why you need to narrow your market
- What kind of research do you need to do?

2. Setting goals and strategies in your marketing plan

- Why setting goals and strategies is important
- Key elements of a marketing plan
- Developing strategies to reach your marketing goals

3. Implementing practical techniques without breaking the bank

- How to choose certain marketing techniques
- Tying your techniques to your strategies and goals
- Implementing marketing techniques that match your budget
- Getting the support and value of outsourcing

Joshua Neufeld, Website Designer & Developer from Red Anchor Studio will provide training on;

1. Website Essentials

- What is a domain name?
- What is hosting?
- Where do I obtain domain/hosting and what should I expect to pay?
- Choosing a proper domain name
- Website Psychology - User Experience, Above the Fold, Image files...etc.
- Having a responsive website - Mobile, Tablet and Desktop ready

2. Search Engine Optimization

- What is SEO
- Statistics on Search Engines
- Demographical area targeting
- Knowing your audience search tendencies
- Registering with Google Webmasters
- Registering with Google Analytics
- Reading/Understanding Analytics
- Best Practices for SEO - blogging, image placement, content...etc.

3. Social Media Marketing

- What social medias to use, and why
- Posting frequency
- Quality vs. Quantity posting
- Knowing your audience
- Best times to post
- Content Generation