City Of Los Angeles
Business source
Southeast Los Angeles Region

PARTNERING WITH SMALL BUSINESSES TO PROVIDE RESOURCES FOR SUCCESS!

Marketing 101

Are you overwhelmed by all the choices for marketing your business in the new year?

A well executed marketing plan will help you:

1. Define your business with SWOT analysis - Strengths, Weaknesses, Opportunities, and Threat
2. Define your target audience with buyer personas
3. Develop a budget
4. Measuring and optimizing your marketing efforts
5. Define your brand with proper visuals and messaging

THURSDAY, SEPT. 8TH
5:30 - 7:00 PM

Southeast LA BusinessSource Center
2415 S Central Ave.
Los Angeles, CA 90011

Instructor: Patty Ross
https://www.goldenstatemarketing.net

Register today at https://bit.ly/BSC-MARKETING101

OR (323) 238-4124.

FOR MORE INFORMATION, CONTACT US AT 323.450.7226

SOUTHEASTLABSC@COALITIONRCD.ORG

CURREN D. PRICE, JR.
Los Angeles City Councilmember
THE NEW 9th

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ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT – LOS ANGELES

CITY OF LOS ANGELES – FOUNDED 1781

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