



Gentilly Small Business Growth Accelerator Weekend

“Marketing Boot Camp - Creating Successful Online Marketing Strategies” - June 26th and 27th 2015

Presented by Louisiana Small Business Development Center, Greater New Orleans and Bayou Region

Your brand is your key to being recognized in a sea of competitors. How you present yourself via digital media is a crucial part of your business marketing strategy. As more and more people gravitate towards the internet to do business, it is important to stake your claim in this new territory and get your brand out there.

This interactive “boot camp” will provide you with the tools you need to:

1. Listen - Use conversations involving your business to springboard engagement.
2. Engage - Be honest. Be authentic. Be relevant.
3. Analyze - Measure twice, act once. Make sure your efforts lead to results.
4. Optimize - Don't stop until your online marketing campaign is at its peak potential.

Learn best practices, tips and trends for your business to effectively manage your online presence. Topics will include social media community management, reputation management for your brand, online PR and how to spread the word about your business, and top optimization and listing tips for the best online rankings.

When: Friday June 26, 2015 from 8:30am – 4pm and Saturday June 27, 2015 8:30am – 3pm

Where: Columbia Parc Clubhouse, 1400 Milton Street, New Orleans, La. 70122

Cost: There is no cost to attend. You must complete an application and commit to attending both days. **Eligible Criteria:** Any business in New Orleans that meets all of the following criteria:

1. Under \$1 million in sales
2. Existing for profit business or start-up business located in Orleans Parish
3. Strong desire to grow the business

NOTE: Please bring a laptop computer or tablet, as there will be some interactive online breakout sessions.

Results and Benefits - By participating in the Marketing Boot Camp, business owners will learn:

- The importance of marketing for creating and sustaining customers
- To identify your Customers and where they interact
- To identify your Competition and their approach to markets; where they are; and where you need to be
- How to meaningfully Connect with potential and existing customers via social media and your website

For additional information contact Lauren Polson, 504-343-9874
Fax or email application to: lpolson@lsbdc.org, 504-831-3735 fax





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Business Application

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Cell Phone: _____ Other Phone: _____

Email Address: _____

Business Name: _____

Do you have a laptop computer or tablet that you can bring for the interactive sections of the workshop? yes no

1. **Business Revenue** – To qualify for this program your annual business revenues must be less than \$1 million. Are your annual business revenues less than \$1 million? yes no

2. **For-Profit Organization** – To qualify for this program your business must be an organized for-profit. Is your business an organization for-profit? yes no

3. **Business description** - Briefly describe your business and what you hope to learn from this two day marketing workshop.

Fax or email to application to: lpolson@lsbdc.org, 504-831-3735 fax

