

SCORE MARKETING WORKSHOP



This is a 3 part Marketing Workshop designed to give you tools and information needed to develop a Marketing Plan or a new Marketing approach for your business:

- How do the traditional "four Ps" of Marketing (product, price, promotion, place) fit in your business?
- How about Social media?
- And your competitive advantage?

Marketing Plan - this workshop	February 6
Social Media - Basics	February 26
Social Media - how to optimize	March 24

Our Speaker: John Rhind

John is a senior marketing leader who spent his entire career involved with marketing communications. He has a dual perspective of advertising agency & client-side experience in both B2B and B2C market segments. Most recently he worked at McGraw-Hill Education as director of content marketing and social media where he directed strategic planning, public relations, social media, content marketing, search engine optimization, web development, advertising (print and online), branding and results measurement.

Workshop Fees

Single workshop: \$25

Package of three: \$60

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