

Marketing 101: Creating A Plan

An effective marketing plan includes market definition, goals and objectives, strategies, a budget and timelines. Learn how to put these elements together and deliver your products and services to your customer effectively and efficiently. The presenter will share a Marketing Plan outline designed for small businesses. It includes strengths and weaknesses of your business, competition, positioning, branding, messaging, social media and other traditional and digital marketing tools. Register today and plan to grow your business



Date: Wed., April 21



Time: 1:00 PM

[Register Now](#)



Speaker Profile

Jim Wetzel

Jim Wetzel joined the Charleston Area SBDC as a Business Consultant in 2018 after a 40-year career in corporate marketing and sales