



# Marketing Masters

**How to Grow Your Business:  
Make it Bloom At the Inn**

**Kick Off: Wednesday, April 1  
The Virginia Cliffe Inn**

2900 Mountain Road  
Glen Allen, VA 23060

## What is this all about?

- \* Consider Steps to Take to Market Your Business
- \* Develop an E-mail Marketing Strategy
- \* Network with Others with the Same Issues You Have
- \* Hear What is Working in Small Business Marketing
- \* Decide if This Opportunity is Right for You

### Three Sessions, Pick what is appropriate to Your Needs:

#### 10:30-Noon-”Developing Your Marketing Toolkit”

An introduction to e-mail marketing and how the Internet is changing small business marketing. This is an introduction to Constant Contact. Free

#### Noon-1:00 “Power Lunch” \$15.00

Lunch while hearing a presentation on topics of interest to small business owners and other professionals

#### April 1 “Best Practices in Networking”. Walter Cornett, PRO Richmond

#### 1:00-2:30 “How Do I Implement A Marketing Strategy?”

\$10.00

Discussion of Practical Applications of Topics Such As:

- \* Branding
- \* The Role of Customer Service in Marketing
- \* How to “Be Found” on the Internet
- \* Sales Training that Produces Results
- \* How to Review Progress and Make Changes



### Your Seminar Leader

- \* **Matt Davidson**, LOGO Dynamics  
(A promotional products company)  
Constant Contact, Authorized  
Local Expert

### Save the Date

Updates at [www.masters-marketing.com](http://www.masters-marketing.com)  
This will be an ongoing series each month.



*The Virginia Cliffe*  
INN

**Come Join Us  
at the Inn  
Henrico’s Only  
Bed & Breakfast**

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Company: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

\_\_\_\_ I am interested. Make sure I get an invitation.  
\_\_\_\_ I can’t attend but am interested. Keep me informed.  
\_\_\_\_ Please add me to the e-mail contact list for Marketing Masters.  
\_\_\_\_ I am especially interested in \_\_\_\_\_  
Comments: \_\_\_\_\_

For more information,

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