

[Trouble viewing? View in your browser.](#)



FEATURED WEBINAR

[Marketing Plan 101 - Create Your Roadmap to Success](#)

Are you overwhelmed by all the marketing choices in 2022, perhaps following trends and hoping they work for you too? Learn how a well-executed marketing plan can help you choose channels and build the best brand awareness!

Wednesday, Feb 16, 2022 | 12:00 pm EST

[REGISTER](#)



In this workshop, learn how a well executed marketing plan can help you to:

- Define your business with SWOT Analysis - Strengths, Weaknesses, Opportunities and Threats
- Define your target audience with buyer personas
- Develop a budget
- Measure and optimize your marketing efforts
- Define your brand with proper visuals and messaging
- Determine your best marketing channels for educating your customers, generating leads, and developing brand awareness

Fee: No Cost

[REGISTER](#)

MORE FOR YOU

February 23

[iThink: How to Write a Business Plan](#)

February 24

[Increase Your Work-Life Balance](#)

February 28

[Mesa Redonda para Emprendedores Hispanos](#)



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.

SCORE Palm Beach County

500 S Australian Ave
Ste 115
West Palm Beach, FL, 33401
Tel: 561-981-5180
[Email Us](#)

Connect With Us:



palmbeachcounty.score.org

Constant Contact is a proud sponsor of SCORE.

