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Local  
Enterprise  
Office



# Marketing for Small Business

This is a practical and interactive workshop that will explain, explore and outline what you need to know to market your business effectively. It aims to introduce you to a number of practical marketing concepts and techniques and provide you with tools and techniques to help you build a good marketing foundation for your business.

**Topics covered in the workshop include:**

- What is Marketing?
- The Marketing Process
- Putting Marketing to use
- Branding
- Looking at real life examples
- Using Online resources
- Marketing Plans
- What next - practical steps

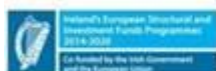
The principles and techniques are applicable to a manufacturing or service business; and whether you are in business already, or are thinking of starting a business, this workshop will provide you with useful insights and techniques to help you promote your business effectively and efficiently. No previous experience is needed, and the workshop provides plenty of time to answer questions and discuss and explore real life marketing examples.

**Date:** Thursday 10th April 2018  
**Venue:** The Mill Enterprise Hub, Newtown Link Road, Drogheda.  
**Time:** 10am to 1pm **Cost:** €20

**Book online at [www.localenterprise.ie/louth](http://www.localenterprise.ie/louth)**

or contact Local Enterprise Office Louth, Town Hall, Dundalk, Co. Louth.

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