

# Branding and Marketing on a Low Budget... You Can Do It!



**Tuesday, February 7th • 9 a.m. to 1 p.m.**  
**Ramada Inn, Kill Devil Hills**

With the explosion of on online media, the marketplace is open for all types of business growth. This is the economy of free agents, entrepreneurs and sole-proprietorship business owners looking to build their brand for a profitable new year. You, too, have a chance to stand-out and have a brand that gets you marketing results.

## Learn the importance of:

- Brand Vision
- Brand Promise
- Brand Delivery
- Brand Positioning

## Determine how to build your brand with:

- Ideal Customer
- Solutions
- Community Engagement

## Qualities of a Solid Brand:

- Logo
- Picture
- Tag Line
- Relationship to Customers
- Current examples

## Branding and Marketing Jump Start:

- Places to begin to release your Brand
- Online Social Media Marketing
- Updating Your Brand to Needs of Audience
- Flexibility in Branding Process

## About Our Presenter: Martin Brossman

*Martin Brossman is a success coach, speaker, trainer and author, specializing in teaching new social media skills to accelerate growth for entrepreneurs and small businesses. Martin's IBM background and computer skills have powered his keen ability to create and teach crucial new Internet communications, such as blogging, podcasting and on-line networking. For more information, contact Martin Brossman at (919) 847-4757 or [Martin@CoachingSupport.com](mailto:Martin@CoachingSupport.com)*

**Cost is \$25 for Chamber members, \$35 for non-members**

Brought to you by the College of The Albemarle Small Business Center, the Outer Banks Chamber of Commerce and SCORE Chapter 497

**To pre-register, call (252) 441-8144**

**For more information on this or any of our other Small Business Center seminars, call (252) 475-9261 or email [shannon\\_kinser@albemarle.edu](mailto:shannon_kinser@albemarle.edu).**

