

# Inland Empire Women's Business Center



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**IEWBC**

## **Marketing 101:** Gain New Customers with Little or No Money in Your Marketing Budget

Instructed by: **Barry Davis,**  
*Ideabox Marketing & Design*

In this workshop, you will learn marketing and advertising techniques that cost little or NO money that you can start using TODAY to gain new customers. Topics covered include branding, advertising, public relations, event marketing, word of mouth, online tools, and much more.

### **This workshop will cover:**

- Defining your target market
- Creating a marketing plan
- Improving customer service for increased sales
- Unique marketing methods

**Date:** Thursday, February 23, 2012  
**Time:** 6pm to 8pm  
**Cost:** \$20 online, \$25 at the door  
**Location:** IECE Business Resource Center  
202 E. Airport Drive, Suite 100  
San Bernardino, CA 92408

**SPACE IS LIMITED!**

Register online at [www.iewbc.org](http://www.iewbc.org) or call (909) 890-1242

Program of:



The IEWBC is a cooperative program between IECE and the US Small Business Administration. This U.S. Small Business Administration Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. Contact Nicole Kinney, 909-890-1242, 202 E. Airport Dr., Suite 100, San Bernardino, CA 92408. Checks are not accepted.