



**Our Haven Foundation
presents
Build Your Marketing Toolkit
with Constant Contact®**

When

Wednesday November 12, 2014 from 6:00 PM to 8:00 PM EST

Where

**Schuylkill Haven
Borough Economic Office**
17 East Main Street
Schuylkill Haven, PA 17972

Contact

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This presentation provides a framework for small businesses and organizations. Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible.

With so many different marketing activities that they could focus on, you often miss some of the important marketing concepts that will help you understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way.

You will learn:

- What marketing really is (and isn't).
- How marketing has changed in ways that benefit your small business.
- The importance of setting goals and objectives for your marketing efforts.
- The 4 Pillars of Marketing Success – a framework that shows how different marketing activities all fit together, and will help you reflect on your own marketing program from a new marketing perspective.

It's ok to start small, to start where you already are.

Join us and start to build a foundation marketing knowledge, from which you can build more and more effective campaigns to help your business or organization grow.