



# Spending money on marketing that doesn't pay off?

*Design a Marketing Strategy that works for YOUR business!*

## Focused Marketing: Targeted Effort, Tangible Results

*A six-part training series developed for small business*

When someone asks about your marketing strategy, do you describe the direct mail campaign you're running, the newspaper space you've purchased, the positive word-of-mouth you've been getting? All those things are a part of marketing, but they are not STRATEGY. They are TACTICS. Tactics are only as effective as the strategy behind them. If you're going to spend money and time on tactics, you must first know WHY you are doing it and what really works to reach your best potential customers most effectively.

**Focused Marketing** gets at the 'why' of marketing. This practical six-week course guides you through the process of building a sound marketing strategy for YOUR business. From that, you can plan tactics and budget. This is not just another marketing course. Instead you embark on an exploration of both your business and yourself, and arrive at a comprehensive marketing plan that works for both.

**Date:** 6 sessions (April 7, 21, 28 - May 5, 12, 19)  
**Time:** 11:30 a.m. - 1:00 p.m.  
**Place:** Women's Enterprise Centre,  
201 1726 Dolphin Ave. Kelowna

**Price:** \$149.99 (includes workbook & light snack)  
**Facilitator:** Cheryl Farmer, Business Advisor  
**Register:** Call 868-3454 (ext. 112)  
or email [Stephanie@womensenterprise.ca](mailto:Stephanie@womensenterprise.ca)  
**Info:** [Cheryl@womensenterprise.ca](mailto:Cheryl@womensenterprise.ca)  
or 868-3454 (ext. 107)

### *Past participants have said:*

*"I loved this course!  
The workbook is excellent.  
The round table discussions  
are excellent."*

*"Beyond my expectations!"*

*"Focused Marketing has  
been instrumental in moving  
my business in the right  
direction and forward."*