

Effective Marketing on a Shoestring Budget

Hitting the Target: Maximizing Your Marketing Budget

June 3, 2010
8:30am – 5:00pm
@ HBA of Raleigh-Wake County
5580 Centerview Dr #115, Raleigh, NC 27606

Instructor: Roger Fiehn

Effective marketing can make the difference between an average sales year and a great one. However, planning a marketing campaign can be a daunting task, especially when promotional dollars are scarce. This course provides planning tools that work on anyone's budget. Participants will learn how to analyze target markets, identify competitive advantages, create accurate pro formas and monitor outcomes. Don't neglect this vital component of your business.

As a graduate of this course, you will be able to:

- Understand the purpose and importance of cost-effective marketing and its role in the management and operation of the business.
- Match the appropriate product to a viable segment in the market.
- Select cost-effective marketing, advertising and public relations tactics that effectively promote to your target buyers.
- Determine how to cost effectively get ready for business.
- Look for key success indicators and ways to quickly respond to common off-plan results.

Designation Credit: Master CSP

Continuing Education Credit:

CAPS, CGA, CGB, CGP, CGR, CSP, CMP, GMB, MIRM



Registration Fees:

NAHB Member: \$200

Non-Member: \$250

Includes student materials, snacks & drinks.

Lunch is not provided.

Register me for **Effective Marketing on a Shoestring Budget**

Name: _____ Amt due: _____

Company: _____

Address: _____

City/State/Zip: _____

E-mail: _____ Phone: _____ FAX: _____

Method of Pmt: Check Master Chg/VISA

MC/VISA #: _____ Exp Date: _____

V# (3 digit # on back of card): _____ Billing Street Address: _____ Zip Code: _____

Fee must be paid in advance. You must cancel at least 1 week before the first day of class to receive a refund. Any cancellation after that date (or no-shows) will be charged the full amount of the class.

For more information, contact Judy @ (919) 232-5882. (Fax: 919-233-2036)

THIS IS YOUR INVOICE.

