

# 2023-24 BOOST YOUR BUSINESS

## marketing workshops



### SEPTEMBER 20

#### Marketing Budget & Cash Flow

Plan your marketing spending effectively throughout the year with a budget and cash flow. Review basic accounting terms and common documents that highlight your financial position.

**Branding** - Identify who you are and how you are perceived as a business with this branding toolkit and exercise.

### OCTOBER 18

**Website Development** - Your strongest marketing tool is your website and it's worth investing in. Together we will discuss steps to follow when planning your website and how to maximize this valuable tool.

**Optimize your Website (Search Engine Optimization)** - You've got a website, but how do you make sure it's seen by search engines and potential customers?

### NOVEMBER 15

**Google Analytics & Tag Manager** - Measure your website performance with these free Google Tools. We'll review how to set these tools up, how to read their reports, and how to set goals and conversions for your website.

### JANUARY 17

**Find your Best Customer** - Identifying your target market is a foundational step of any efficient marketing plan. Curate your message to this market and achieve your best return on investment.

**Google Business Profile & Alberta Tourism Information System** - These two free tools are recommended for most businesses. In this session, we'll review what they are, how to set them up, and the features available on each.

### FEBRUARY 21

#### Choosing the Right Marketing Tactic

There are so many options when it comes to marketing, how do you know if you're investing wisely? Join us as we outline some critical questions to ask to determine the right tactics for your business.

**Creating a Marketing Campaign & Calendar** Throughout the year, you'll have different campaigns intended to reach individual goals. Work through a creating one of these campaigns and how to effectively schedule your tactics to achieve your best results.

### MARCH 20

#### Development & Fundraising

As a not-for-profit, how much do you rely on development and fundraising through the year? Work through some strategies and tools to support this revenue stream.

### APRIL 17

#### Design for Social Media & Other Channels

Bring your device(s) as we play with some great tools for creating social media posts and other marketing material. We'll also review some basic design rules to follow.

**Email Marketing** - Take a closer look at this effective marketing tactic and why it could be right for you. Brainstorm different ways to collect & store data as well as an overview of the Canadian Anti-Spam Legislation (CASL).

## REGISTRATION

All workshops will be in the Ramada Meeting Room from 10am - 12pm. Lunch will be provided after the workshop.

Sessions will be recorded and shared with participants.

Partners - \$15/person  
Non-partners - \$30/person  
Register for all workshops by Sept 13 and get one workshop free!

Scan the QR code to register for individual workshops.



For more information, email [development@traveldrumheller.com](mailto:development@traveldrumheller.com) or call 403-821-1596