



# Boost Your Business

Marketing Workshops for Success



Travel Drumheller is introducing a new series of workshops, *Boost Your Business*. These workshops are meant to support local businesses in expanding their marketing skills and understanding to enhance their operations and exceed customer expectations. Below is a list of topics currently scheduled.

## Wednesday, September 14

### Marketing 101

Take advantage of free marketing tools at your fingertips. Learn about some basic marketing tactics you can use to boost your business and how to measure this success. Tools explored include ATIS, Google My Business, and more.

### Stretch Your Season

This workshop provides an opportunity to meet with like-minded businesses to discuss successes, failures, and new opportunities to increase revenue in the off-season. From pop-up events, to targeted promotions, let's work together to reduce Drumheller's tourism seasonality.

## Wednesday, October 12

### Branding: Developing Your Identity

Branding is more than a logo – it's who you are as a business. In this session, we'll talk about how customers perceive businesses, how to create the identity you want, and how to communicate that message, so your potential customers make the same connection.

### Marketing Plans for Success

Join us as we review the elements of a marketing plan and why it's important. From there, we'll dive into other sub-plans for social media and content to create a solid strategy for success.

## Wednesday, November 9

### Social Media & Design 101

How many of us are making the most out of our social media? Let's look at some best practices for Facebook and Instagram and how to use free design tools like Canva to create engaging social media content.

### Show and Tell: How to Create Strong Content

Capitalize on your expertise by sharing stories and connecting with others in your field. Learn how to boost your traffic and conversions necessary to growing your business.

## Wednesday, January 18

### Navigate the Website Development Process

Your strongest marketing tool is your website. Together we will walk through the list of considerations when planning your website and how to maximize this valuable tool in the long-term.

### Developing Repeat & Loyal Customers

Target specific customers and deliver relevant content to the right people. Keep customers up-to-date and engaged with new products and happenings at your business.

## Wednesday, February 15

### Digital Marketing & Metrics

Do you know the different types of paid digital media and how to use them? What should you budget for these campaigns? How do I know if these campaigns are working? These are some of the questions we'll discuss as we explore the world of digital marketing.

### Accessible Attractions

Make your workplace an inclusive environment for visitors and staff. As a business operator in Drumheller has the community been open and welcoming to you? Together let's study how we can be more open and accommodating to all individuals and write a welcoming story for every visitor.

**Price:** Partners \$15; Non-partners \$30

Travel Drumheller Partnership: \$126

*All workshops will be at the Badlands Community Facility from 10am to 12pm and include a light lunch at the end.*

[Click Here to Register](#)

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