



SMALL BUSINESS MARKETING ACADEMY

Information and Application January—June 2019 Program

About The Academy— *Comprehensive - Classroom Style - Curriculum Driven*

The Small Business Marketing Academy, presented by South State Bank, assembles 25 business owners/managers who have been in business for at least 2 years for an opportunity dedicated to assisting small businesses to learn, share and plan for a growing and thriving business. Participants come together once per month for 6 months for a day of learning from local industry experts and to engage in roundtable discussion applying practical advice and best practices. The Academy runs twice per year with classes beginning in July and January. Classes are held on the last Wednesday of the month (except December).

The Academy will cover topics such as branding, media, messaging and marketing through technology. At its conclusion, each participant will leave the program with a fully executable and customized marketing plan. (see program schedule for complete descriptions)

To participate in the Academy, applicants must submit an application and agree to the terms of enrollment which includes tuition fee payment of \$150 Members (\$300 prospective members), the completion of a self-assessment of applicant's business prior to the start of the program and a pledge to attend all classes of the program.

Program Schedule

Day -1- Essential Marketing Plan Ingredients—January 30, 2019 Learn the steps and components of creating (or updating) a marketing plan. From a panel of marketing professionals representing small, medium and large companies in our region, participants will develop a clear understanding of the fundamentals required in an effective plan. From situation analysis to market identification, hear how the experts map their plans down to the details.

Day -2- Branding Basics—February 27, 2019 A strong foundation of branding is essential to any marketing plan. With the help of local agency experts, this class will explore the concepts of branding beyond the logo but at the same time, offer helpful tips and tricks on the important ingredients in defining the brand you build. From business cards to websites, learn the newest and most important factors in how your company presents itself to customers and how to maximize brand loyalty.

Day -3- Media and Advertising—March 27, 2019 This day explores the importance of public relations and media management as well as how to identify and understand media promotion. Panelists will include local print, radio, television, billboard, electronic and other media to present and discuss the opportunities of advertising in the Greater Augusta market.

Day -4- Marketing Through Technology—April 24, 2019 Take a deep dive into the purpose, function and effectiveness of websites, facebook, twitter, emails and all social and electronic media to discover what can be most relevant for your business. Learn from local experts on where your resources and marketing dollars will provide the best return on investment and how to allocate resources so that your company is not left in the dark.

Day -5- Messaging—May 29, 2019 Learn the latest in demographics and consumer habits that can impact your business and prepare you for future market shifts. Millennials, in total numbers, have now surpassed the baby boomers opening up both opportunities and risks for any business. Panel members will discuss the nuances of different target markets and the messaging that resonates for a variety of demographic audiences.

Day -6- Create a plan/Graduation—June 26, 2019 The final day of the Academy is dedicated to the creation of a customized marketing plan. Each member of the class will leave the program with a professionally reviewed plan that captures Academy learning with the goals of each participant in successfully marketing their business.



Application and Payment must be Received by January 18, 2019

Applicant Name _____
(first) (last)

Position/Title _____

Business Name _____

Month/Year Business Started _____
(must be in business at least 2 years)

Business Address & Contact Information

Address Line -1- _____

Address Line -2- _____

City, State, Zip _____

Participant Email _____

Participant Phone _____

By submitting this application, I understand the terms of participation in the Academy includes a non-refundable tuition of \$150 for Members, \$300 for prospective-members, participation in the class days scheduled and the completion of a self-assessment of my business prior to the first class day.

Signature _____

- Form of payment:** **Check Enclosed** (payable to Augusta Metro Chamber)
 Please call for Credit Card Information

Full Payment must be Received by January 18, 2019

Submit completed application to Sabrina Balthrop
sabrina.balthrop@augustametrochamber.com

Or ATTN: Small Business Marketing Academy,
Augusta Metro Chamber of Commerce, P. O. Box 1837, Augusta GA 30903