



Get Better Results!

Write a Marketing Plan
(that works)

In this class, you will learn how to set data-based goals and how to plan your market around them strategically.

A marketing plan helps you make strategic plans to coordinate your marketing efforts over an extended period of time.



Being strategic about how you spend your time, money and effort will deliver better results. Use this data-driven approach to craft a strategic marketing plan that utilizes your existing marketing assets and gives you a framework to build on. This framework will help you:

- Identify who your ideal customers are
- Set bite-size actionable goals you can manage day-to-day
- Measure success and adjust for even better performance

Rather than a confusing document full of corporate-speak, you will walk away with an practical marketing plan that is laser-focused and helps you produce results for your business.

About the Speaker

Victory Harbin, Co-Owner of The *Social* Brand

Victory Harbin is a digital marketing expert who helps businesses get found online through search marketing and content creation. She teaches classes through the Tennessee Small Business Development Center and at the WordCamp conferences regularly.



Special Training



“This is the first time I’ve understood how to write a realistic plan for my business that we can actually stick to!”