



Target Marketing & Digital Marketing Opportunities

Lunch & Learn

Join us for an insightful Lunch & Learn session focused on mastering your target market and maximizing your digital marketing reach.

In today's competitive landscape, understanding your customer is key to success. This training will guide you through defining your ideal market, estimating the size of your customer base, and pinpointing where your potential buyers are located.

Learn practical techniques to evaluate customer spending behavior for your products and discover the best channels to connect with your audience effectively. Whether you're new to marketing or looking to sharpen your skills, this session will provide valuable insights and tools to elevate your marketing strategies.

Registration Link:
<https://missouri.ecenterdirect.com/events/25859>

REGISTER TODAY

Co-Sponsored by



DATE
January 28, 2025

TIME
12:00 PM - 1:00 PM

COST
\$8
Deli sandwich lunch provided for all registered attendees

LOCATION
State Fair Community College
3201 W. 16th St., Sedalia MO
Fielding Bldg. Room 291

The Missouri SBDC is funded in part through a Cooperative Agreement with the U.S. SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

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