



**Our Town Matters**  
MARKETING | EVENTS | PR | SOCIAL

**PRESENTER**

**TONYA MADDOX**



# MASTERING MARKETING SERIES

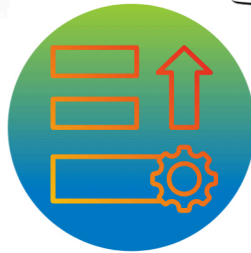
8 SESSION LUNCH & LEARN PROGRAM



**May 12th**



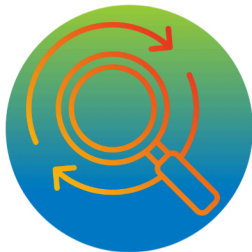
**June 9th**



**July 21st**



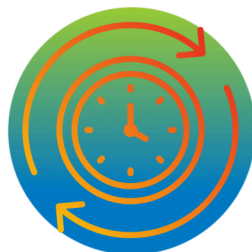
**August 11th**



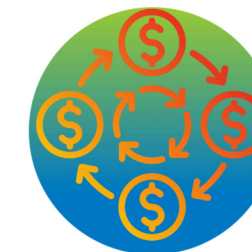
**September 8th**



**October 13th**



**November 10th**



**December 8th**



## Monthly on Tuesdays

- May 12th - Understanding Today's Marketing Fundamentals
- June 9th - Identifying Your Target Audience
- July 21st - Developing a Unique Value Proposition
- August 11th - Creating a Multi-Channel Marketing Strategy
- September 8th - Content Marketing and Storytelling
- October 13th - Social Media Marketing Tactics
- November 10th - Email Marketing Campaigns
- December 8th - Budgeting and Resource Allocation



**OUR TOWN MATTERS**  
**501 E. MAIN ST.**



**Noon - 1:15 PM**



**970.765.0913**