

Community Futures East Parkland

Presents the 2018

MARKETING PLAN CHALLENGE

“The Challenge that keeps on giving, everyone is a winner”

“Additional cash prizes available with a top prize of \$5,000”

Coming Soon – Community Futures Marketing Plan Challenge. This challenge is designed to give you the tools you require to start a new business or increase the growth of your existing business. With the help of a couple training experts, Community Futures East Parkland is offering this opportunity (for free) to help you take your business to the next level.

Registration opens August 1, 2018

The Marketing Plan Challenge (*MPC*) is more than a competition; it is an opportunity to take your business to the next level by creating an effective marketing plan. Marketing is a key component that adds to your business' level of success.

The *MPC* is designed to help any small to medium sized business, operating or wanting to operate a business within the Community Futures East Parkland (CFEP) Region, to achieve its marketing goals by providing;

1. One day of **FREE** marketing training on **Wednesday, September 19, 2018** at the Lacombe Memorial Centre.
Some of the training will include;
 - Identifying your target market and why it's important
 - Setting goals and strategies in your marketing plan
 - Implementing practical techniques without breaking the bank
 - Website Essentials
 - Search Engine Optimization
 - Social Media Marketing
2. Marketing Plan Contest with cash prizes for the top three marketing plan winners;
 - First prize - **\$5,000**
 - Second prize - **\$2,000**
 - Third prize - **\$1,000**

For more information on the Challenge or how to register, please contact;

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Growing communities one idea at a time.