

News Release

RESCHEDULED: Northwest Minnesota SBDC - Explores Identifying Target Audiences at Workshop on Wednesday, February 27, 2019, at 6:30 p.m.

By Elizabeth Tollefson on Thursday, January 17, 2019

Find out who the target market is for your business. The Northwest Minnesota Small Business Development Center (NWMNSBDC) is hosting a workshop to help. "Identifying your Target Audiences for Marketing" will be held on Wednesday, February 27, 2019, from 6:30 to 8:30 p.m. in the Valley Technology Park Conference Room, 510 County Road 71, Crookston, Minn. Cost for the workshop is \$10 and attendance is limited to 15 participants. Contact Christine Anderson at 218-281-8318 to register. Refreshments will be served.

The workshop will explore topics including the following: Do you know who your target audience is and how to reach them? How do you customers act? Where do they hang out? Who are their friends? These are important pieces for defining your target audiences and prioritizing those audiences so you can choose your marketing methods with intention.

Join this interactive training session with NWMNSBDC Consultants as they guide you through a process of defining your target audiences. This session will be run as a group; however, you will have individual focus within the training.

Note: The next scheduled training is Identifying Marketing Strategies to Reach your Targeted Audiences. We will take you through the process of using these target audiences and identifying the most effective strategies for each.

About the SBDC

Small Business Development Centers (SBDCs) provide assistance to small businesses and aspiring entrepreneurs throughout the United States and its territories. SBDCs help entrepreneurs realize the dream of business ownership and help existing businesses remain competitive in a complex, ever-changing global marketplace. SBDCs are hosted by leading universities and state economic development agencies, and funded in part through a partnership with SBA.

About UMN Crookston

One of five campuses that comprise the University of Minnesota System, the University of Minnesota Crookston now delivers 35 bachelor's degree programs and 25 minors on campus as well as 16 degree programs entirely online. These degrees are offered in the areas of agriculture and natural resources; business; liberal arts and education; and math, science and technology. With an enrollment of 1,800 undergraduates from more than 20 countries and 40 states, the Crookston campus offers a supportive, close-knit atmosphere that leads to a prestigious University of Minnesota degree. Visit www.umcrookston.edu.

About UMN

The University of Minnesota System, with campuses in Crookston, Duluth, Morris, Rochester, and the Twin Cities, is driven by a singular vision of excellence. We are proud of our land-grant mission of world-class education, groundbreaking research, and community-engaged outreach, and we are unified in our drive to serve Minnesota.

Contact

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SBDC

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