

For IMMEDIATE use

## **Building a business on a small marketing budget**

**Harrisburg, PA** — How do you market yourself in today's competitive environment on a small marketing budget? Is your business customer-driven? How do you develop better and stronger relationships with customers?

Find out how you can build your business on a small marketing budget by attending a special seminar presented by advertising expert Lisa Dixon, on Tuesday, September 10, from 9 to 11 a.m., at the Dixon University Center.

The two hour seminar, presented by The Patriot-News, is geared toward small business owners, entrepreneurs, marketing managers, though Dixon says that any business professional will benefit from learning how to be creative on a small budget and in tight economic conditions.

Dixon says: "The seminar will provide valuable insights on how to remain competitive by being aware of customer wants and needs, being attentive to customer service, and will provide useful tips on cost-effective marketing and advertising to build your business. Participants will leave with a variety of ready-to-use marketing, advertising and promotional ideas."

Topics covered will include: customer service, marketing 101, retaining customers, stretching your marketing advertising dollars, and creating effective print ads.

Lisa Dixon has over 20 years experience in marketing and advertising. She's won over 17 awards for her work in print, radio, TV, outdoor, direct mail, and collateral materials.

Don't miss this opportunity to get a variety of practical, affordable, ready-to-use ideas to build your business. Space is limited to the 60 people. The cost is \$25 per person, and registration deadline is two days before the event.

To register, or for more information on the event, contact Jenny Landis, The Patriot-News' Events Coordinator, at (717) xxx-xxxx.

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