

Marketing MattersSM

Funded by



About the Program

- Marketing Matters links a woman business owner with two marketing or public relations experts, for a six-month period (January - July).
- Working from an established curriculum the mentor teams meet for two hours each month.
- Mentors teach participants the basic elements of a marketing plan, strategies and tactics to implement stated objectives, and how to track and measure effectiveness.
- Participants attend three workshops during the six-month program
- The Marketing Matters program is suited to any business from emerging through accomplished.
- During the six-month program, participants complete a viable marketing plan, tailored to their business and ready to implement.

Requirements to apply

- The business woman must own at least 50% of the company, and actively manage it
- Have been in business for a minimum of six months
- Have minimum annual revenues of \$25,000.

Cost

- The six-month program fee is \$375 (a discount is applied for active Chamber members)
- The fee is tax-deductible and an investment in your future.
- A deposit of \$100 must accompany the application, with the balance due at Orientation
- Partial scholarships and payment plans available.

What Participants are Saying

“My mentors are wonderful. They are easily accessible and willing to stop whatever they are doing to address any concerns I may have. They are both excited to help me and have been a wonderful sounding board for my ideas and struggles, which is wonderful to have.” **Lauren Little, owner of two Edible Arrangements franchises and a Marketing Matters graduate.**



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