

J's Kitchen Culinary Incubator  
Marketing Class Descriptions

**Class Date:** Thursday, April 11, 2019 – 3:00pm – 5:00pm

**Class Date:** Tuesday, May 7, 2019 – 5:00pm – 7:00pm

**Social Media Marketing – 3 Steps to Strengthen Your Strategy**

Social media marketing allows us to reach target audiences in personalized, strategic, engaging ways. The beauty of targeted social media campaigns is that you can target potential buyers and sellers with campaigns that work alongside your other marketing.

Takeaways:

- Identify and profile your audience targets
- Learn the differences in the generations and how they receive marketing
- Identify ideal SM outlets to reach your targets
- Open discussion: campaign creation and how you can “mix” with other marketing efforts

**Class Date:** Thursday, April 25, 2019 – 3:00pm – 5:00pm

**Class Date:** Tuesday, May 21, 2019 – 5:00pm – 7:00pm

**Business Growth Through Marketing Strategy – What is Your Marketing Mix**

Successful growth comes from knowing your product, price, promotion, and place; in other words, your marketing mix as coined by Neil Borten in 1949. The second layer of this marketing mix is understanding that one-off marketing will not help your business grow. You must understand and budget for marketing that keeps your brand fresh and in front of your target audience consistently.

Takeaways:

- Review the Four Ps of traditional marketing mix
- Discuss the various types of marketing (Relationship, Viral, Guerilla, etc.)
- Learn multiple marketing outlets including SMS, Email, IP targeting and more
- Open discussion: creating cohesive brand and messaging and sharing it with the world

**Instructor Bio:**

Life purpose coach and marketing maven, **Lindy Chaffin Start** shares her insight and advice to help you achieve your life and business goals, and more. Lindy lives her life on purpose, using her talents as a marketer, boutique business owner, certified Life Purpose coach, author, and radio show host to lead other small business owners to realize their dreams by putting their passions, and advertising, to work. [www.unstoppablestart.com](http://www.unstoppablestart.com)