



MARKETING

101: Basics to Grow Your Business

Join us for an interactive workshop designed for small business owners and entrepreneurs who want to understand the fundamentals of marketing and how to apply them for real growth. This session covers:

- *What is Market Research?*
- *Primary vs. Secondary Research*
- *Turning Strategy into Profit*
- *Social Media Basics & Best*

Practices

Takeaways:

- *A clear roadmap for marketing success*
- *Access to free tools and resources (LSBDC, SBA, LED)*
- *Practical tips you can implement immediately*



**WEDNESDAY,
DEC. 10TH**



**ST. LANDRY PARISH
ECONOMIC DEVELOPMENT
5367 I-49 S. SERVICE RD.
OPELOUSAS, LA 70570**



5:00 PM - 6:00 PM



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TO REGISTER](#)**



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