



Small Business Development Center
Lehigh University

Helping businesses start, grow, and prosper.



Lehigh University
Small Business Development Center
Rauch Business Center
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Small Business Fundamentals 2010

Small Business Marketing

If you have the best products or services and no one knows about them, how will your business grow? Lack of marketing is the most effective way to go out of business. Carefully-planned, integrated marketing is the key to growing your business. Our agenda for the evening will include:

Overview of the Major Elements of Marketing

What is "marketing" all about? Marketing vs Advertising
An overview of the four P's-Product Price Promotion Place

Market Research: First Things First!

Know your competitors, customers, suppliers, and partners;
The importance of conducting a gap analysis and the danger of wearing "internal blinders."

Integrated Brand Based Marketing For Your Business.

What is it, why is it important, the most common pitfalls

Marketing Tactics- Pros and cons of different promotional tactics - newspaper, direct mail, outdoor, radio, web/electronic.

Presented by Andrew Stanten, president and co-founder of Altitude Marketing, an integrated marketing firm.

Andrew possesses an innate ability to process, organize and summarize massive volumes of client and market information and turn it into actionable, strategic thinking.

This enables Team Altitude to get smart about a company very quickly—and to develop winning, integrated approaches that vault clients into a position of prominence and strength.

Having been on the purchasing side of marketing agency services for nearly 15 years, Andrew's vision for Altitude was born of hard-won experience. He knew a different kind of agency was needed—a firm that takes a holistic and integrated approach towards promoting its clients, while consistently over-delivering on value and responsiveness. Living in the solution, his mantra of "we're on it" anytime a client need arises permeates the Altitude culture.

Date/Time/Place

- September 22, 2010
Registration - 6:00 p.m.
Class Time - 6:30 - 9:00
Cost:\$35 per person
Location - Lehigh University, Rauch Business Center Room 91 (address, phone number, and web link for directions at top of this page)

Please note: This session is also a suggested pre-requisite to 'Electronic and Social Media Marketing' Parts 1 & 2 which will be given on October 6 & 20, 2010 (visit www.lehigh.edu/sbdc for more info)

For more information about Altitude Marketing visit www.altitudemarketing.com



The Lehigh SBDC, funded in part by the U.S. Small Business Administration, offers a variety of educational programs designed to meet different needs of small businesses. This seminar is designed for those planning to start a business or who have been in business less than two years. Participants receive valuable information, recommendations, research ideas and are able to network with other entrepreneurs and meet seasoned professionals from the business community.

Registration and Payment Information - Small Business Fundamentals Marketing September 22, 2010

Advanced registration is required to attend for the listed seminar fee of \$35. Non-registered "walk-ins" will have a \$10 surcharge added to the registration fee. Advanced registration can be made by calling, faxing this form, or registering online. Payment can be made in advance or at the seminar.

Name:
Company Name:
Address:
City: State: Zip:
Phone: Fax:
E Mail:

Veteran [] yes [] no

Address provided is the same as billing address of credit card [] yes [] no (please provide)

Payment Method: [] Check made payable to Lehigh University

[] Credit Card: Type: [] Visa [] M/C [] Am/Ex Card # Exp. Date:

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