

**NLBWA- IE  
&  
The West End IE Women's Business Partnership**

*invites you to our quarterly panel discussion*

***“Marketing Your Business”***

**Thursday, June 24, 5:30- 7:00 pm**

**Registration begins promptly at 5:30 pm**

**Hilton Garden Inn- Fontana-10543 Sierra Ave**

**Cost:**

**\$25 -NLBWA Members**

**\$30 Non-Members**

**Must RSVP by Monday, June 21st**

Refreshments will be provided

**Panelists**

***Amita Patel, Ontario Convention Center***

***Laura Bruno, The Referral Institute***

***Mark Ress, Blitz Media Marketing***

**Know your target market:**

Do you know your target audience? Do you understand their needs?  
Does your advertising contain the messaging that relates to the audience?

**Maximize your marketing dollars by using the right media mix to ‘sell’ your product**

Is print advertising right for you or is it social media?  
How to determine the right mixed media for your company.

**Analytics – how to use the information to your benefit**

Do you know what is the difference between the number of hits vs. the number of unique visitors?

Do you know what a CTR is and know how to use the information to your advantage?