

DEVELOP A STRATEGIC MARKETING & OUTREACH PLAN!



TUESDAYS ONLY

OCTOBER 6TH

THROUGH

NOVEMBER 10TH

**9AM - 12PM EACH DAY
COS TRAINING RESOURCE CENTER
1233 N CENTURY ST, VISALIA**

LIMITED SEATS
AVAILABLE.
VISIT OUR
WEBSITE TO
SECURE YOUR
SPOT!



 [COS.EDU/TRAININGCENTER](https://cos.edu/trainingcenter)

By the end of the program, each participant will leave with a fully completed Strategic Marketing & Outreach Plan that includes:

- ✓ Executive Summary
- ✓ SMART Goals and KPIs
- ✓ Audience and Stakeholder Analysis
- ✓ Branding and Messaging Framework
- ✓ Social Media and Content Strategy
- ✓ Advertising and Email Marketing Plans
- ✓ Community Outreach and PR Strategy
- ✓ Analytics and Reporting Framework
- ✓ Campaign Timeline and 30/60/90-Day Implementation Plan