



Small Business Development Center  
Columbia Area Office  
1225 Laurel Street, 3<sup>rd</sup> Floor  
Columbia, SC 29201

Phone 803-777-5118  
Fax 803-545-0079  
Website: [www.uscbiz.net](http://www.uscbiz.net)  
Email: [uscsbdc@mailbox.sc.edu](mailto:uscsbdc@mailbox.sc.edu)

## To Market, To Market: Brand Awareness Equals Business Success

Does your company need marketing help? Small business owners know they need to find new customers and get the word out about their products and services. But what does marketing mean? Does it mean running a promotion? Buying advertising? Creating a logo? Contacting the media? Using social networking sites?

Marketing is about building brand identity that can be leveraged in the spaces where your customers live, work and play. Brand recognition, in the right market position, with the right messaging, spells success. Business to business or business to consumer, the same principles apply.

Marketing and PR pro Janna McMahan shares how to build confidence in your company through effective, cost efficient brand development. A twenty year veteran of public relations, branding, marketing and promotion, McMahan has worked with national corporations and nonprofits, government agencies and local small businesses. A national bestselling author, McMahan understands how the story behind a company forms the foundation of brand recognition and loyalty.

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**Tuesday, March 13, 2012**  
**10:00 am – 11:30 am**

**Location:** 4<sup>TH</sup> Floor Conference Room at the USC Technology Incubator,  
1225 Laurel St, Columbia SC 22901 (corner Laurel and Sumter streets)

**Parking:** FREE parking on 3 sides of the building.  
If entering the parking-lot from Laurel St, please do not use the first three spots.

### REGISTRATION

**\$35 in advance, \$45 at the door.** Register online at [www.uscbiz.net](http://www.uscbiz.net), click seminars, Columbia.  
We gladly accept Visa, Master Card, check, cash or money order.

**Or, make check payable to USC-SBDC and send to:**  
USC-SBDC, Room 326, 1225 Laurel St, Columbia SC 29201  
*Be sure to record the date you want to attend on the check.*