



Economic Development  
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lunch  
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# BRUNCH & LEARN

## Business Marketing: How to Effectively Market Your Business for Success

**WEDNESDAY, MARCH 11, 2026**  
**11 AM - 2 PM**

**NOB HILL SOCCER PARK**  
10200 Sunset Strip  
Sunrise, FL 33322

### Business Marketing Fundamentals

- Building a Strong Business Brand
- Creating a Clear Marketing Message
- Identifying & Reaching Your Ideal Customer
- Crafting an Effective Marketing Plan
- Essentials for Consistent Brand Visibility

### Better Business Bureau (BBB): Building Trust & Credibility

- Understanding the Benefits of BBB Accreditation
- How to Strengthen Customer Trust Through Transparency
- Best Practices for Managing Customer Reviews
- Using BBB Tools & Resources to Enhance Your Reputation
- Steps to Protect Your Business from Scams & Misconduct

### Yelp for Business Growth

- Setting Up & Optimizing Your Yelp Business Page
- Strategies to Improve Your Yelp Ranking
- Responding to Reviews Professionally & Effectively
- Using Yelp Insights to Understand Customer Behavior
- Leveraging Yelp Tools to Drive Traffic & Sales



SCAN TO  
REGISTER  
or visit:

[bit.ly/EDOCBusinessMarketing](http://bit.ly/EDOCBusinessMarketing)

### PRESENTED BY:



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Masters in Digital Marketing



### ECONOMIC DEVELOPMENT OPPORTUNITIES & COMPLIANCE (EDOC)

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