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EDA and IEDC to Host Virtual Webinar Aimed at Sharpening Businesses' Marketing Efforts

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The V.I. Economic Development Authority in partnership with the International Economic Development Council (IEDC) will host virtually their fifth E-marketing webinar for businesses on Tuesday evening, specifically with a focus on how small businesses can reach their ideal customers.

This webinar, titled, "Traditional Marketing Methods", will run from 5:30 p.m. to 6:30 p.m.

The webinar will be held via Zoom and can also be viewed through Facebook livestream at www.facebook.com/usvieda.

Webinar Details:

In this course, presenters will focus on how small businesses can capitalize on:

1. Traditional marketing methods such as word-of-mouth (WOM)
2. Digital vs. Print Marketing
3. Guerilla Marketing: What is it? How can I use it for my business?
4. Grassroots Marketing to help their business effectively reach their ideal customers.

Main Speaker: Diane Devaney - Devaney & Associates

Case Study: Savor St. Croix, St. Croix, U.S. Virgin Islands

Moderator: Shanell Petersen, E.D.A. managing director, marketing and Vision 2040

To register for this webinar, go to https://us02web.zoom.us/meeting/register/tZEld-mvrjsvGdwY_eNXxehaLtPDbjE7-uaS

Individuals will receive an email with details on how to join the webinar after registration.

To participate by telephone, individuals can dial the following telephone number, enter the passcode or meeting ID number:

One-tap mobile: 1-646-558-8656

Passcode or Meeting ID No.: 858 0070 0538

For questions or more information, contact Shanell Petersen, VIEDA Managing Director, Marketing and Vision 2040, at spetersen@usvieda.org.

For past webinars, visit <https://www.usvieda.org/webinars> .