

Advertising Workshop

Advertising and Cross-Marketing Your Business Workshop to Be Offered in Morrison, Illinois

Whiteside County, Illinois. Small businesses in West Whiteside County have expressed interest in a workshop focused on how to advertise their business better, as well as cross-market with other businesses in the area. On Thursday, April 28 from 7:30-9:00 a.m., a workshop, "Advertising and Cross-Marketing Your Business," will be held at the Community Room, Odell Library, 307 S. Madison St., Morrison, Illinois with a light breakfast at 7:15 a.m.

This workshop will help local business owners identify the best ways to advertise their particular business, as well as examine cross-marketing tools that can save money and be most efficient. Topics will include cost-sharing, collaborative marketing, community marketing, using your Chambers, and what type of advertising is best for your business. Terry Feinberg from the University of Illinois Extension will be the speaker, and there is a five dollar, charge which includes breakfast and materials.

The project is coordinated locally by the Morrison Chamber of Commerce, Prophetstown Mainstreet Program, Fulton Chamber of Commerce, and Whiteside County Enterprise Zone Administrator with help from the Center for Governmental Studies at NIU and funding from USDA Rural Development. With the aim of improving the overall regional business climate and business expansion, marketing the area as a region is one way to promote business activity and increase employment.

Workshops for businesses on topics such as Marketing over the Internet and Customer Service, two needs identified by recent business survey have also been held in the area. For more information on the workshop or to make your reservation contact the Fulton Chamber of Commerce, 815-589-4545 or email chamber@cityoffulton.us.