

**CHANGED TO
WEBINAR!**

WEBINAR

MASTERING GENERATIONAL MARKETING

CHANGED TO ONLINE WEBINAR!

IS YOUR BUSINESS TARGETING ALL DEMOGRAPHICS EFFECTIVELY?



DON'T MISS THIS OPPORTUNITY TO LEARN FROM LANI LOTT!

WHEN DEVELOPING A MARKETING STRATEGY, AGE AND GENERATION ARE FACTORS THAT NEED TO BE CONSIDERED. TERMS LIKE "MILLENNIALS," AND "BABY BOOMERS" ARE THROWN AROUND, BUT WHAT DO THEY ACTUALLY MEAN? HOW CAN BUSINESSES MAKE SURE THEY ARE TARGETING ALL THE DEMOGRAPHICS EFFECTIVELY? JOIN US TO FIND OUT!

**THURSDAY, APRIL 2ND, 2020
5:30PM - 7:00PM
ONLINE WEBINAR
FREE!**

**[Click Here to Register or
Visit: \[bit.ly/1lweb2\]\(https://bit.ly/1lweb2\)](#)**



THE VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER IS FUNDED IN PART THROUGH A SUBCONTRACT BETWEEN OPPORTUNITY STANISLAUS AND THE UNIVERSITY OF CALIFORNIA, MERCED UNDER THE CURRENT COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES OR LIMITED ENGLISH PROFICIENCY WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. FUNDED IN PART THROUGH A GRANT WITH THE GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT. CONTACT INFO@VALLEYSIERRASBDC.COM

