In order for any small business to succeed, you need customers. And to attract those customers, you need marketing. Whether you harness the power of social media, pound the pavement to build relationships, or create content to engage your audience, communicating the value of your product or service is crucial. Explore the approaches that work best for you and your brand. READ MORE

**SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

For 30 years the SBDC has worked with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve performance. Check out our success stories.

**INDUSTRY NEWS**

- Content Marketing: The Way to Reach Attendees in 2013
- New Nielsen Study Proves Tweets Can Boost Ratings
- Three Top Trends in Digital Marketing
- What is Mobile Marketing and Why Does it Matter?
- Four DIY Internet Marketing Efforts for Small Businesses

**BUSINESS COUNSELING**

SBDC counselors offer help at NO COST to existing businesses. Contact us to find out how we can help you flourish in this tough economic landscape.

**RESOURCES**

- NEW Virtual Advisor: Business Education Seminars
- FREE Online Courses For: Starting a Business, Managing an Existing Business
- Center for the Study of the Workplace: Prepare for the future work world – get insights from business and academic leaders.

**TRAINING OPPORTUNITIES**

- Wauwatosa Chamber of Commerce Marketing and Social Media Series NEW!
  Starts Wed., Sept. 25!
- Social Media Sales Tactics NEW!
  Wed., Oct. 2

**CONNECT WITH US**

Join us in ongoing and relevant small business discussions!
Selling in the Connection Economy
Wed., Nov. 13

How to Maximize Your Company’s Results Using LinkedIn
Wed., Oct. 16

QUESTIONS?
Contact Jason Mueller at muell223@uwm.edu or 414-227-3240.

Check out previous editions of the SBDC Front Page Newsletter.