

PRIORITY APPLICATION DEADLINE:

SUNDAY, MAY 23, 2021
@ 11:00 PM PDT

CLICK HERE TO APPLY!

Questions? Maddie Merton at 253.317.1903 or
maddie@edbtacomapierce.org



MARKETING FOR SUCCESS! BUSINESS COHORT

ABOUT THE GRANT

Local businesses are eligible to apply for in-depth "Marketing for Success" training!

The Economic Development Board for Tacoma-Pierce County (EDB) is partnering with Impact Washington and the Minority Business Development Agency-Tacoma Business Center to help local businesses recover and rebound from the effects of the pandemic. We are pleased to launch a new technical assistance program to fund and seat (5) five Pierce County businesses in "Marketing for Success" cohort starting this Summer to access expert-level consulting assistance with Curt Anderson, Co-Founder of B2btail.com.

Curt Anderson will lead a 4-week virtual course on eCommerce marketing to enhance your digital presence and convert leads to sales. In particular, we will tackle how businesses can join the exploding eCommerce market by:

- Capturing 1st page rankings on Google
- Creating effective landing pages that convert into sales
- Targeting customers with Google Ads & Google Shopping
- Taking advantage of online marketplaces including Amazon & Alibaba

ELIGIBILITY CRITERIA

- Must have a physical location in Pierce County
- Private-for-profit or non-profit company
- Provide products and service outside of Pierce County
- Must be able to participate virtually during four x 1-hour long class sessions on June 1, June 8, June 15, June 22.

