

MARKETING TO THE LOCAL GOVERNMENT



DATES

OCTOBER 17: MARKETING YOUR BUSINESS
DISCUSSION OF TOOLS: WEBSITES,
SOCIAL MEDIA, VENDOR
REGISTRATIONS, MARKETING MATERIALS

**OCTOBER 18: CAPABILITY STATEMENTS &
ELEVATOR PITCHES**
HOW TO USE THEM TO MARKET YOUR BUSINESS

OCTOBER 21: SMALL BUSINESS CERTIFICATIONS
ELIGIBILITY AND HOW THEY BENEFIT YOU
(FEDERAL, STATE, TDOT, AND 3RD PARTIES)

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