



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City to host marketing workshop for small businesses

The Danville Office of Economic Development & Tourism will host “Can You Hear Me Now: Marketing Workshop for Small Businesses”, a six-week course, beginning May 6.

This training, in partnership with the Longwood Small Business Development Center and Letterpress Communications, will focus on relevant marketing techniques, including communications, visual branding, videography, photography, and digital advertising. Letterpress Communications, a marketing agency headquartered in Farmville, Virginia, will lead the course.

Project Manager for the Danville Office of Economic Development & Tourism, Samantha Bagbey, states, “Consistency in branding and marketing are key for attracting consumers in this digital age. I am looking forward to working with Letterpress Communications on this workshop to bring hands-on training and immediate implementation to our small businesses. Every business that participates will leave each session with a wealth of knowledge that they can start using that evening.”

Classes will be held on Mondays from 6:00-8:00pm at the Danville Fire Station, 600 Lynn Street, Danville, VA, over the course of six weeks. Light refreshments will be served. Businesses may register up to two participants each. Space is limited to 25 businesses.

Upon completing the course, participants will receive a free one-year subscription to Canva Pro and a one-on-one consultation session on a selected marketing topic with Letterpress Communications.

Principal of Letterpress Communications, Ilsa Loeser, states, “I know firsthand how exhausting and overwhelming business ownership can be at times. Marketing -- even my own -- can be deprioritized easily. That's why I'm excited that Letterpress is partnering with the City of Danville to provide this unique program. This course is designed to be immediately practical and

actionable. I know that entrepreneurs who attend will see a positive impact on their brand recognition and sales growth from the very first class.”

Associate Vice President for Community and Economic Development, Sheri McGuire, says, "The Longwood Small Business Development Center (SBDC) is thrilled to work with Danville's Office of Economic Development & Tourism to design and deliver meaningful training programs for the small business community. This program is designed to give business owners the marketing tools and coaching needed to take their businesses to the next level. Thanks to support from the City of Danville, SBDC is also able to assist business owners with one-on-one confidential consulting customized to the business's needs, at no cost to the business owner.”

Businesses must be located within the city limits and have an active business license to participate.

Businesses can register at <https://forms.gle/WzKoPugKT4cWmixV9>.

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About the Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism recruits and retains businesses for the Danville area. The office provides information on available sites and buildings, incentives and other financial resources and offers a website designed for the business community: www.discoverdanville.com.