



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City to host marketing workshop for small businesses

The Danville Office of Economic Development & Tourism (DOEDT) will host “Can You See Me Now?!: Small Business Marketing Workshop”, a six-week course, beginning March 4.

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. Businesses will also learn how to measure return on investment through website and social media analytics. Letterpress Communications will lead the course.

Project Manager for the DOEDT, Samantha Bagbey, states, “Our office is continuously working towards empowering our small businesses with the knowledge and tools they need to succeed. This workshop will focus on the latest marketing strategies, designed to enhance the online visibility of each business in a constantly evolving digital age.”

Classes will be held on Tuesday evenings 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, valued at \$180, and a one-on-one consultation session on a selected marketing topic with Letterpress Communications. Businesses must attend all six classes to receive these incentives.

"Marketing is the bridge between a great business and its customers. This course is designed to give small business owners the tools and confidence they need to tell their story, build their brand, and connect with their audience in meaningful ways," said Alexandra Veatch, CEO of Letterpress Communications.

Shekedra Jones, owner of S. Jones Photography and 2024 class participant, underscores the value of this course. “This marketing workshop equipped me with the tools needed to have a successful online presence and social media strategy.”

Cost to attend is free, but registration is required. Businesses must be located within the city limits and have an active city of Danville business license to participate.

Businesses can register at <https://www.discoverdanville.com/discover-danville-va-for-your-business-resources/>.

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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.