

UNLOCKING MODERN MARKETING:

FROM MAD MEN TO AI



THURS, MAR 27 | 9:30 - 10:00 AM | HYBRID



The Sandbox, 1345 Park St, Paso Robles + Zoom

Marketing has transformed dramatically over the past century, evolving from traditional advertising methods to today's AI-driven strategies.

This interactive workshop gives small business owners a hands-on opportunity to explore how marketing tactics have adapted over time and how to apply these insights to modern business growth.

Through real-world case studies, expert insights, and collaborative challenges, participants will learn how to reach their target audience, maximize limited resources, and stay competitive in a rapidly changing digital landscape.

Attendees will develop a scalable AI-powered marketing strategy tailored to their own businesses.



Register for free
bit.ly/ciesbdcevents

Speaker

MATT BENNETTI

Sales & Marketing
SBDC Advisor



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