

# Cornell Cooperative Extension Sullivan County Marketing Basics

Thursday

June 13

5:30-7:30 pm

\$15 per Person  
\$10 per Enrollee\*

Extension Education  
Center  
Liberty, NY

Column, bar, and pie charts compare values in a single category, such as the number of products sold by each salesperson. Pie charts show each category's value as a percentage of the whole.

Fundraiser Results by Salesperson

PARTICIPANT

PARTICIPANT	UNITS SOLD
Andy	11
Chloe	15
Daniel	9
Grace	14
Sophia	21

Column Chart



Pie Chart



**Lindsay Wilcox, from Centermost Marketing, shares:**

**A 3-step strategy for successfully and cost-effectively marketing your business or product.**

1. Building a strong, memorable brand or improving an existing one
2. Creating collateral around the brand
3. Proven promotional tactics to boost sales and build loyal customers



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Program fees support the cost of instructors, refreshments, materials, and facilities.

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