



## Boost & Bloom: The Free Marketing Makeover Collaboration

### Program Overview

September 10, 2024

**Introduction:** Welcome to “Boost & Bloom: The Free Marketing Makeover,” a dynamic collaboration between the Rancho Mirage Chamber of Commerce and Desert AdFed. This innovative program is designed to provide local businesses with a powerful marketing boost, helping them enhance their visibility, engage with their target audience, and ultimately grow their operation- at no cost to participant. Results to be presented at Rancho Mirage Chamber of Commerce Marketing Summit November 13, 2024.

**Objective:** “Boost & Bloom” aims to empower one local business member of the Rancho Mirage Chamber of Commerce by offering a comprehensive marketing makeover at no cost. Our goal is to equip participants with the tools, strategies, and insights needed to revitalize their marketing efforts and thrive in a competitive landscape. Desert AdFed will utilize our vast network of resources to engage and educate participant for 30 days while identifying opportunities and tracking results.

### Program Highlights

1. **Personalized Marketing Assessment:** Participating business will receive a tailored marketing assessment, analyzing current strategies, strengths, and areas for improvement. This in-depth review will help identify opportunities for growth and optimization.
2. **Expert Workshops and Seminars:** Gain valuable knowledge from leading industry experts through a series of engaging workshops and seminars. Topics will include digital marketing strategies, social media optimization, branding, content creation, and more.
3. **One-on-One Consultations:** Enjoy personalized, one-on-one consultations with marketing professionals who will provide actionable advice and customized recommendations based on your business’s unique needs and goals.
4. **Creative Campaign Development:** Collaborate with creative minds from Desert AdFed and develop compelling marketing campaigns to be executed on various local networks

at no cost. This includes crafting engaging content, designing eye-catching visuals, and formulating strategies to maximize reach and impact.

5. **Marketing Toolkit:** Receive a complimentary marketing toolkit equipped with essential resources, templates, and tools to help implement new strategies effectively. This toolkit will support ongoing marketing efforts long after the program concludes.
6. **Dedicated Marketing Expert:** Participating business will receive a dedicated expert from Desert AdFed's Board of Directors for weekly strategy and program optimization.
7. **Marketing Summit Presentation:** Results for this 30-day collaboration will be presented by Desert AdFed at this year's Ranch Mirage Chamber of Commerce Marketing Summit November 13, 2024.

**Eligibility:** The program is open to small and medium-sized businesses within Rancho Mirage and the Coachella Valley area. Priority will be given to members of the Rancho Mirage Chamber of Commerce and Desert AdFed, though non-members are also encouraged to apply.

**How to Participate:** Interested businesses can apply by filling out an application form available on the Rancho Mirage Chamber of Commerce website. Applications will be reviewed on a first come first serve basis. Deadline for applicates is September 23, 2024. The selected business will be notified of their participation status September 27, 2024.

**Program Duration:** "Boost & Bloom" will run October 1-31, 2024, with the specific dates and schedule for workshops, consultations, and other activities to be provided upon acceptance into the program.

### Contact Information

For more details or to apply, please contact:

- Rancho Mirage Chamber of Commerce: [Marketing@RanchoMirage.org](mailto:Marketing@RanchoMirage.org)
- Desert AdFed: Cirenia Guerrero, [cirenia.guerrero@kunamundo.com](mailto:cirenia.guerrero@kunamundo.com)

Join us in transforming your marketing efforts and watch your business bloom with new opportunities and success!