



Diamond Business Association, Inc.  
dba Southeastern Diamond Business Association (SDBD)

Marketing Committee Meeting

March 11, 2020 | 9:00 a.m. - 10:00 a.m.

Diamond Cowork, 5003 Imperial Avenue, Ste. 114-A, San Diego, CA 92113

[www.info@sdbd.org](mailto:www.info@sdbd.org) | [www.sdbd.org](http://www.sdbd.org)

619-487-1591

**AGENDA**

1. Call to Order
2. Roll Call and Introductions
3. Calendar of Events
  - a. US Bank Mixer - April 2020 (exact date TBD)
  - b. US Bank Workshop - May 2020 (exact date TBD)
  - c. Taste of the Diamond - May 16, 2020
  - d. US Bank Mixer - April 2020 (exact date TBD)
  - e. Diamond Street Festival - August 29, 2020
4. Marketing Campaigns for Events
  - a. Collateral Packages
  - b. Digital Business Marketing
    - i. Social Media
    - ii. Text Marketing
    - iii. Video Segments
5. Business Cards
6. Diamond Newsletter (Electronic / Printed)
7. Websites
  - a. Diamond Business Association (sdbd.org)
  - b. Diamond Cowork (diamondcowork.com)
8. Directory (Electronic)
9. Influencer Development
10. Adjournment