Free Webinar | August 12: How to Market a New Business

Join Rachel Sheppard, Director of Global Marketing for Founder Institute, as she discusses how new businesses and startups can start building a marketing strategy.

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Got an amazing new business or product and need to start connecting with potential consumers? Join us for our live webinar with Rachel Sheppard, Director of global marketing for Founder Institute, the world's largest pre-seed accelerator, as she discusses how new businesses and startups can start building a marketing strategy, creating a content strategy, and getting their brand out there.

Key takeaways:

- The differences between B2B and B2C marketing strategies
- How founders can best get started with marketing on a budget
- Why content marketing is a startups secret weapon

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Rachel Sheppard is the Director of Global Marketing at the Founder Institute, the world's largest pre-seed accelerator. Rachel manages the global advertising strategy and budget, lead generation, funnel management, brand recognition, and marketing team growth and development for FI's global network including programs in 180+ cities and 65+ countries. She is

also the co-creator of the Founder Institute’s Female Founder Initiative and the FI for Good Campaign.

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