

Building Brand Impact with Limited Resources

September 16, 2025

11:00 - 12:00 pm

Webinar

Description:

A practical presentation focused on maximizing brand visibility and impact for rural healthcare organizations operating with small teams and limited budgets. Learn proven strategies for resource optimization, content multiplication, and community partnership leverage.

Key Learning Objectives:

- Implement time-saving content creation systems
- Identify and utilize free/low-cost marketing tools
- Develop effective community partnerships
- Create templates for rapid content deployment

Who Should Attend: Marketing, Service Line Team Leaders

Instructor: Erin Mason, Owner & Creative Director, Mason Jar Marketing

Continuing Education: Contact Hours: 1.0

Application being made to MN Board of Nursing. It is the responsibility of the attendee to determine whether these activities meet the current criteria for continuing education.

Registration Fees

Medi-Sota Members: FREE

Non-Medi-Sota Members: \$50/Person

Register [HERE](#)

Prior to the program, you will receive an email with course connection & materials. Registration Deadline: Sept 15, 2025 by 5 pm this ensures all registrants will receive course information & any materials in a timely manner.

If you should have any questions, contact
Alyssa Christianson at achristianson@medi-sota.org

Medi-Sota, Serving Rural Health

Cancellations must be made no later than 10 business days prior to the start of the course. The full course fee will be charged if cancellation is made in less than 10 business days. Full refunds will be given for all classes cancelled by Medi-Sota. Registration is transferable to another person.