



FREE Seminar Descriptions



BUILD YOUR MARKETING TOOLKIT

Simple marketing strategies for small business and nonprofits

Many small businesses and organizations find themselves seeking the right strategies, tools and tactics to make their marketing efforts as effective as possible. But there is a lot to keep up with between Facebook, Twitter, and other social media platforms along with email, video, and other marketing strategies. Since you only have so many hours in each day, the number of possibilities can feel overwhelming.

This session will help make sense of the noise and help you organize your marketing. In this seminar, you will learn how to make the most of the combination of email, social media, video, and other tools for your business. When the session is done you'll have a greater understanding of marketing basics like:

- Setting goals and objectives;
- What a “campaign” is and what to write about and offer in that campaign;
- The social media platforms where you need to put most of your focus;
- How to use email and social media together to get better results;
- Creating the right content to get (and keep) your audience’s attention;
- How to get your messages opened, read, and shared to become more socially visible;
- Using time-saving tools to engage with your existing customers and supporters, expand your reach to new prospects more effectively;
- And MORE ...

Throughout the session you'll be given opportunities to capture your own ideas and build out the framework of your own “next great campaign.” So join us and start to build a plan that will help you grow your business by eliciting the responses you want from your customers or supporters.



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Constant Contact[®]
IN PARTNERSHIP WITH

THE POWER OF THE INBOX

Tips and strategies for successful email marketing

Your list of customers, clients, donors, and prospects is the most important asset you have in your business. So it's important that you spend time and find the right strategy to build your list. Email marketing is the best (and proven) way to build your list. But it is essential to your business that you use the right strategies to make your email marketing work.

Think about your current email marketing strategy. What is the first impression you give when they see you in their email inbox? And when they see you there, what do they do? What action do they take?

This powerful seminar takes you step-by-step through the keys to effective email marketing (and building your list):

- What email marketing really is (and isn't)
- What it can do for your business
- And the **five easy steps** you must take to harness the power of the inbox!
 - Grow a healthy list
 - Create great content
 - Customize a beautiful, mobile-friendly template that matches your brand
 - How to get your emails opened
 - Tracking your results

From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this seminar will give you the keys to the most effective marketing you can do: email marketing. Join us!



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DRIVE NEW BUSINESS WITH SOCIAL MEDIA

Your guide to successful social media marketing

This seminar will give you practical tips and insights on how to use Facebook and other social media platforms. You know you should be on social media for your business or non-profit. You know it can help you drive more new and repeat business for your organization. But, do you know why? Do you know which social media platform will have the biggest bang for your buck? And when you start your profile, do you know what to say and how to grow your following? This session will answer all of those questions and more!

Let us help you:

- Determine the platform that's **right for you** and your organization;
- Announce your presence and **build your network**;
- Create and **share content** that encourages action;
- Understand social media advertising and **learn your options**;
- Convert social media leads into potential customers by **growing your email list**;
- Learn how to measure your results, use time-saving tools;
- Understand when to post and how to post;
- And MORE ...

If you have been thinking about using Facebook and any of the other social media platforms (or if you are already using them in your business), then you will benefit from this seminar. From understanding the different social media platforms, to choosing what to say and where to say it, this seminar will give you the keys to the most effective social media marketing for you. You don't have to be on every platform, and you don't have to make every post by yourself. Let us make social media easy - join us!