

B O N U S !
OPTIONAL HANDS-ON
COMPUTER CLASS TO SET UP
YOUR BUSINESS
FACEBOOK PAGE.

WHAT IS IT ABOUT?

Google is where people are shopping and looking for information. Are you doing the things you need to do to make Google happy?

This is a 3-part series that will examine what it is Google wants and show you how to do it.

Everyone needs to attend the first session to get the full benefits of the information.

WHAT WILL YOU LEARN?

SESSION ONE: IS YOUR BUSINESS GOOGLEIZED?

Why do you need to optimize, socialize and publish to get more customers/clients?

You will learn:

- Some of the things Google wants you to do so they can refer you in search results.
- Things you should do daily, weekly, and monthly.

SESSION TWO: STRATEGIZE TO ENERGIZE YOUR SOCIAL CONNECTIONS.

How do you use social networks and media to increase the bottom line of your business?

You will learn:

- How to get more customers/clients that bring the most profits.
- Ways to make sure ideal customers/clients find out about your business through social networks and social media.

SESSION THREE: USING FACEBOOK FOR SMALL BUSINESS

How do I get customers with Facebook?

You will learn:

- Techniques for building marketing lists of ideal customers/clients
- How to build effective Facebook ads with a very small budget.
- To create a strategy/plan for using Facebook for your business.

Making Google Happy

AND INCREASE YOUR BOTTOM LINE



WHO SHOULD ATTEND?



- Small Business owner/managers
- Start Ups
- Solo-preneurs
- Mom & Pop shops

WORKSHOP SERIES



- Is Your Business Google-ized?
- Strategies to Energize Your Social Media
- Using Facebook for Small Business
- Bonus: Hands-On Facebook Set Up**



ALL SESSIONS ARE ON FRIDAYS
9:00—NOON

SESSION ONE: MARCH 14TH
SESSION TWO: MARCH 21ST
SESSION THREE: MARCH 28TH

LOCATION:

BLOUNT COUNTY CHAMBER
201 S WASHINGTON STREET
MARYVILLE, TN

REGISTER AT WWW.TSBDC.ORG

