

Accelerate your marketing results in 2019!

Two intensive workshops and four social media classes in January/February!

Transform your marketing results in 2019

Workshops and classes led by Jennifer Morrow, an award-winning, seasoned marketer, owner of Creative Company and an SBDC Adviser.

January 31 Marketing Fundamentals

9 to 11:30 am, \$99

Whether seasoned marketer, business owner or manager, this intensive workshop will reveal essential concepts to elevate recognition and boost response in all of your marketing channels.

This is NOT textbook college marketing. Instead, discover proven methods for today's audiences, developed from 40 years of delivering results to businesses like yours. Covers WIIFM to "point of choice"; the value of a visual and verbal brand; why your website is the heart of your marketing... and much more.

February 1 Website Acceleration

9 to 11:30 am, \$99

Today your website is the heart of your marketing. Yet most people are frustrated with their website. Is it working? What's missing? How can you be more effective? What's SEO and why is it important? How do you decide which information goes where?

We'll review sample websites, calls to action, content choices, navigation and structure. You'll leave with tips, ideas, and resources to reinvent or refine your website and generate bigger results.

January 16 and 23 4 Social Media Sessions

\$249 for all 4 or \$99 ea

EXTENDED SESSIONS BY REQUEST! Enroll in these

can't miss classes on Facebook, Instagram, LinkedIn and Google Business. Get immersed in what works NOW! Each is filled with tons of "how tos" and tips to rock your social media marketing in 2019.

Instagram, Jan 16

8:30 to 10:30 am

LinkedIn, Jan 16

10:30 am to 12:30 pm

Facebook, Jan 23

8:30 to 10:30 am

Google Business, Jan 23

10:30 am to 12:30 pm

Stop wasting your time. Discover what really works today.

Don't waste your time trying to figure it out yourself. Learn from a seasoned expert ready to help. The classroom format allows for plenty of questions, interaction and discussion. You'll leave with tons of fresh ideas, lots of "aha!" answers, and real-life tactics to put to work.



**Center for
Business & Industry**

Chemeketa Community College



Call 503.399.5088
to register today,
space is limited!

All workshops held at SBDC, 626 High Street NE, Salem, Oregon