

# 21<sup>st</sup> Century Marketing

## Using the Latest Technologies to Market Your Business

Join us for a three day marketing seminar where you will receive the information you need in order to market your business in today's world of technology.



Two Sessions Each Day to Fit your Schedule  
Wednesdays, October 13<sup>th</sup>, 20<sup>th</sup>, and 27<sup>th</sup>

Lunch Session\* 11:30 - 1:00  
After Business Session 7:00 - 8:30

Attend one day or all three.  
There is no fee to attend this seminar

### Day One:

- The importance of internet marketing in today's business world.
- How often potential customers are looking for your type of product or service.
- How smart phones and iPhones are affecting customer service, marketing, and customer tracking.
- Internet tools available for business owners that are **cost effective for marketing and advertising**.

### Day Two:

- **Learn how to use your website to drive customers to your door.**
- How to use banners and other call to action graphics.
- Low cost methods for **building and maintaining an effective marketing website.**
- Where to place important key phrases and content on your website in order to gain the most value.

### Day Three:

- **Learn how drive customers to your website.**
- Social media marketing: Facebook, Myspace, Flickr, YouTube, StumbledUpon, Digg etc.
- SEO (search engine optimization) Google, Yahoo, and Bing!
- How to market your website to gain more mind share.

\* Feel free to bring a sack lunch to the lunch session as lunch will not be provided

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