

Effective Small Business Marketing Using Social Media

Wednesday, November 6

9:00–11:00 am

Small Business Development Center/
Worknet Office Building
56 S. Lincoln St., Stockton, CA



The key aspect for business growth and success is effective marketing. This workshop will discuss how you can identify targeted customers, assess customer needs, evaluate the competition, and effectively communicate what your business has to offer. You will learn how to evaluate different forms of advertising and promotion and improve your marketing messages. Several electronic marketing tools will be discussed including how they work, how best to use them, and under what circumstances.



Bonus: 1-on-1 Review Available

After the formal workshop, instructors will stay until noon to coach individual businesses on which tools might work best for their specific business needs.

Computers will be available to review your sites and discuss strategies that might work best for your specific needs.



Instructors:

Kerry Bush, XLNT Marketing Group, Stockton, has 20 years marketing experience and is a certified marketing consultant by the “Social Media Marketing Guild”.

Les Fong, Ken Fong & Associates, Stockton, has produced successful results for individuals and corporations-locally, nationally and globally since 1952.



This class is hosted by the Delta Conservancy for Delta farms and small businesses.

For questions, contact Susan Roberts, sroberts@deltaconservancy.ca.gov or call 916-375-2088. Class size is limited, register early.

Register online at: <https://socialmedianov6.eventbrite.com/>

The Delta Conservancy is offering this training through a partnership with the Nonprofit Resource Center & San Joaquin Small Business Development Center



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