

Use The Internet to Grow Your Business!

Internet Marketing Workshop

Community Futures Central Island, serving the region from Ladysmith to Bowser, is presenting you with the opportunity to attend an Internet Marketing Workshop that will help establish and grow your business. You will learn how to create and manage a website as well as how to optimize your use of social media sites.

The workshop will be held at our Nanaimo location in a small group setting. It will emphasize hands-on learning and you'll have the opportunity to try out everything you're learning in the class! Your facilitator, Nancy Wyeth, specializes in assisting small businesses make the most of their online presence. Rave reviews from past workshop participants confirm her ability to share her technical knowledge in a way that is useful and meaningful.

The workshop will run September 13-27 on Monday, Wednesday and Friday evenings. Modules include:

Attract More Customers: Website Strategy and Design *Monday September 12, 4:00-7:00*

What are your customers looking for on your site and how can you meet and exceed their expectations? Learn how to choose the best website design for your business, focusing on the tools that make it attractive and user-friendly.

Get Your Site to the Top of Google Search Results *Wednesday September 15, 4:00-7:00*

It won't matter how great your website is if it's not near the top of Google Search results! Get the most out of your site by learning about the technical basics of building websites and the tricks and methods that will bring your site to the top of the list.

Building Your Website and Getting It Online *Friday September 17, 4:00-7:00*

Turn your website ideas into a reality! There are many options for getting your website online and you will learn what works best for your business, budget, and target market. Topics also include how to get a domain name, how to get an existing site hosted, and the best website template and hosting packages available online.

Reach More Customers Online *Monday September 20, 4:00-7:00*

Do you want to know how you can bring more traffic to your website? In this module we examine the best use of Facebook ads, Google Ads, and other internet marketing options, as well as how to get your ads to your target audience.

Facebook and Blogs *Wednesday September 22, 4:00-7:00*

Make the most of social media for your business and learn all the basics for how to get your business on Facebook. This will be a hands-on session where you can create a profile, post to your page, upload pictures, and learn about the best practices for Facebook. You'll also learn about how you can set up a blog and use it to generate more customers for your business.

Twitter and LinkedIn *Friday September 24, 4:00-7:00*

What's all the hype about Twitter? Is it important for your business? Why should you be on LinkedIn? We'll walk through the steps of setting up a profile, tweeting, and tips for how your business can benefit from time spent on Twitter and LinkedIn.

What Drives Customers to Your Website? *Monday September 27, 4:00-7:00*

So now you have a website, but are your customers coming to the site? What keywords are they searching for that lead them to you? What do they do once they are on your site? We will show you how to answer these questions and how to take advantage of all the great tools that Google Analytics has to offer!

*All seven sessions are available to you at an introductory rate of \$349!
Choose three for \$175, or individual sessions for \$60.*

Space is limited to 8 participants so register now!

To register or for further information please contact Nancy Wyeth at 250-585-5585 or nancy@cfnanaimo.org