

marketing 101

How to get your message out there



Website

Your website is often a potential client's first stop. We will help you understand its components and learn how its message can help you stand out from the competition. Learn which options are available to you when it comes to web design.



facebook

Facebook is the perfect platform to display your company's personality, engage your customers and keep them informed. Learn how to build your page and use the tools facebook offers to promote your business.



Instagram

Instagram is an excellent visual platform for showcasing your business. Learn how to successfully grow your following and what it means to be an "influencer"



LinkedIn

LinkedIn is a valuable business to business platform where you can connect with other industry leaders. We will show you how to optimize your profile and offer marketing strategies for growing your business.



Branding

What is your company brand? Are you being consistent with it on all of your marketing platforms and in your printed marketing materials? Learn the importance of creating brand recognition.



Blog

A blog can help you position yourself as an industry leader and build trust with your clients. Learn how to educate and engage your customers through blogging.



Email

Email marketing can be an effective tool for creating and growing a mailing list, as long as proper regulations are followed. Learn what the regulations are and some strategies for getting customers to sign up.



Networking

Nothing enhances your visibility like networking. Learn how to effectively network and decide which types of networking events are for you. We also offer networking events throughout the year.