



EFFECTIVE MARKETING IN THE TECHNOLOGY AGE

A 6-part technology boot camp that will set you on the path to global visibility and teach you to effectively utilize the Internet in marketing your business.

YAI-818-5301 / March 6, March 13, March 20, March 27, April 4, April 10 & April 17, 2019



<p>INTRO TO FACEBOOK FOR BUSINESS <i>Facebook is huge!</i></p> <p>As the largest social network in the world, it has more than 1.2 billion users, 62% log on a daily basis. Facebook for personal use is very different than using it for your business. Knowing how to use Facebook to maximize reach and return on investment isn't necessarily second nature. At the end of this course, you will have the skills to use Facebook more effectively for your business.</p>	<p>PLANNING AND PROMOTING YOUR WEBSITE <i>You can build it, but if they don't know your business exists, will they come?</i></p> <p><i>Planning and Promoting Your Website</i> is a must to start that journey whether you have 50 employees or just one. Topics include: Website Development Stages, Website Costs, Website Templates, Finding a Web Hosting Service, Considering Affiliate Programs, Domain Names, Free Website Hosts, Databases, Business Email, Banners, Measuring Progress, Hiring a Website Designer, Creating Your Own Website.</p>	<p>SEARCH ENGINE OPTIMIZATION <i>Potential customers are looking for you. Make it easy for them to find you.</i></p> <p>Rank high in a global search. Bring in new business by increasing your website visibility through search engine results. Come to this seminar and learn online marketing strategies that will increase traffic to your website, factors that affect your search engine rankings, and the impact of search technology on your business's bottom line.</p>	<p>GOOGLE ANALYTICS <i>Be Informed. What's working? What isn't?</i></p> <p>Who are your website visitors? What are they looking at? What keywords were used? Where are they demographically and what does that mean for your business? Learn how Google Analytics works and how it can better serve your business. For web designers, web analysts, online marketers, and general business people who want to know how their website really works.</p>	<p>PROMOTE YOUR BUSINESS THROUGH SOCIAL MEDIA <i>Social Media is for Business too.</i></p> <p>From Mom-and-Pop Shops to Fortune 500 Companies. The value of social media is highly recognized and implemented. Capitalize on this new surge of marketing techniques. Learn to effectively utilize online programs that will give your business visibility, including Facebook, Twitter, LinkedIn, and more.</p>	<p>COMPUTER SECURITY PROTECT YOUR INFORMATION <i>Don't be a Victim! Prevention is better than cure.</i></p> <p>The internet is a great place to promote, but with it comes security issues. Learn to protect your computer, your information, and your identity. This seminar will bring you up to date on the latest information on firewalls, anti-spyware, anti-spam, and other programs you can use to keep your information safe.</p>
<p>YAI-817-5301 <i>March 6, 2019</i> 5:30 – 9:30 pm</p>	<p>YGA-008-5301 <i>March 13, 2019</i> 5:30 – 9:30 pm</p>	<p>YGA-810-5301 <i>March 20, 2019</i> 5:30 – 9:30 pm</p>	<p>YGA-039-5301 <i>March 27, 2019</i> 5:30 – 9:30 pm</p>	<p>YAI-806-5301 <i>April 3 & 10, 2019</i> 5:30 – 9:30 pm</p>	<p>YAI-819-5301 <i>April 17, 2019</i> 5:30 – 9:30 pm</p>



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