Using the Internet Effectively to Grow Your Business

THURSDAY, NOVEMBER 21, 2013
6:00 – 8:00 PM
MARK TWAIN MEDICAL CENTER
CLASSROOM 2
768 MOUNTAIN RANCH RD
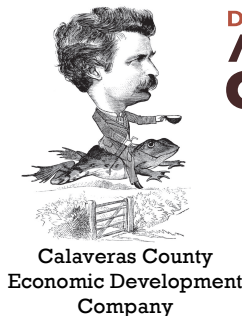SAN ANDREAS, CA 95249
ONLY $10

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Register online at
http://internet21Nov.eventbrite.com/
Or call 209-954-5089

Only 15 seats available – register today!

This training is made possible by a grant from the Central Sierra Economic Development District - http://www.csedd.org

Calaveras County Economic Development Company

This two hour class is intended to help business owners learn how to use the internet to reach more prospective customers, and to communicate effectively with prior customers, networking contacts and potential referral sources. The workshop will discuss ways to evaluate whether prospective customers can find you on the internet, both through your website and other online resources. It will discuss how to determine which social media may be the most effective for your business, and provide suggestions on how to use different social media platforms to meet specific marketing objectives, including message development and frequency of use.

There will also be time for questions, and individual follow up for specific application will also be available after the workshop through free and confidential SBDC consulting services.

Instructor Bio
Kerry Bush has been working in business management and marketing for over 25 years. He has a Bachelor of Science Degree in Business Management with an emphasis in Marketing from Brigham Young University. He has had great success in sales in 3 different industries. He enjoys working with small business owners and helping them grow their business. Kerry currently is the President of XLNT Marketing Group, a business consulting firm with expertise in internet marketing and social media.