East Bay SBDC Presents

Digital Marketing Program

- Design digital and social media campaigns
- Use digital marketing tools to grow sales
- Apply digital marketing analytics tools
- Use digital content to acquire customers

Register:
https://nc.ecenterdirect.com/events/50449

Tuesday, 10:00 am-12:00 pm
February 7, 14, 21, 28
March 7, 14

Online Workshops/Hands-on by Cal State East Bay Professors
Dr. Ivan Fedorenko
Dr. Yi He
Dr. Ya You
Dr. Lan Wu

East Bay SBDC Digital Marketing Workshops provides essential skills for small business to succeed in selling

A series of 6 NO COST workshops on using Digital Marketing to increase sales, acquire and retain customers.

Feb 7  Consumer Journeys in the Digital Age
Feb 14 Digital Content that Works in Practice
Feb 21 Digital Strategies to Drive Engagement and Conversion
Feb 28 Leveraging Google Analytics for Business Decisions
Mar 7 Email Marketing Fundamentals
Mar 14 Search Engine Optimization and Paid Search

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Reasonable accommodations for persons with disabilities will be made if requested at least 72 hours in advance. Contact