

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



**SMALL
BUSINESS
DEVELOPMENT
CENTER**

EAST BAY



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

