



**SMALL
BUSINESS
DEVELOPMENT
CENTER**

EAST BAY

East Bay SBDC and the City of Alameda Present

Digital Marketing Workshops

to Assist Businesses Succeed in Selling Online

**June 3 - September 9, 2025
8:30am - 10am via Zoom**

The Digital Marketing Program is a no-cost 6-part workshop series designed to help small businesses boost sales, acquire and retain customers.

WORKSHOPS

Check out the workshops below and register for the ones you are interested in separately.

1. Consumer Journey in the Digital Age

Tuesday, June 3, 2025 | 8:30am - 10:30am
Dr. Yi He, Cal State East Bay Professor

The digital consumer journey is the path followed by an online user – from the awareness stage right through to the purchase stage. In this workshop, you'll learn why analyzing the digital consumer journey is fundamental to business success, plus how to optimize it with illustrated examples of inspiring consumer journeys on a variety of media platforms.

Register: <https://nc.ecenterdirect.com/events/53757>

2. Digital Content that Works in Practice

Tuesday, June 17, 2025 | 8:30am – 10:30am
Dr. Lan Wu, Cal State East Bay Professor

In this workshop, you'll discover how to harness the power of content marketing and storytelling to create meaningful connections and build trust with your customers. Additionally, you'll explore the latest AI powered tools that spark fresh content ideas and help you craft digital content that truly resonates and captivates your audience.

Register: <https://nc.ecenterdirect.com/events/53758>

3. Digital Strategies to Drive Engagement and Conversion

Tuesday, July 1, 2025 | 8:30am – 10:30am
Dr. Ya You, Cal State East Bay Professor

In this workshop, you'll discover how to harness the power of content marketing and storytelling to create meaningful connections and build trust with your customers. Additionally, you'll explore the latest AI powered tools that spark fresh content ideas and help you craft digital content that truly resonates and captivates your audience.

Register: <https://nc.ecenterdirect.com/events/53759>

4. Leveraging Google Analytics for Business Decision

Tuesday, August 12, 2025 | 8:30am – 10:30am
Dr. Ivan Fedorenko, Cal State East Bay Professor

Boost your online visibility with effective SEO and paid search strategies. In this workshop, you'll learn the essentials of on-page, off-page, and technical SEO, as well as how to run targeted campaigns with Google Ads and monitor organic traffic from search engines using Google Search Console.

Register: <https://nc.ecenterdirect.com/events/53760>

5. Email Marketing Fundamentals

Tuesday, August 26, 2025 | 8:30am – 10:30am
Dr. Ivan Fedorenko, Cal State East Bay Professor

Learn how to create impactful email campaigns that drive results. This workshop will cover the fundamentals of email marketing, including how to craft compelling emails, track performance, personalize, and automate using Mailchimp.

Register: <https://nc.ecenterdirect.com/events/53761>

6. AI in Marketing

Tuesday, September 9, 2025 | 8:30am – 10:30am
Dr. Yi He, Cal State East Bay Professor

Discover how Generative AI can transform your marketing strategy. In this hands-on workshop, you'll explore a range of Gen AI tools designed to supercharge the creation of high-quality digital marketing content—customized for specific audience segments, from blog posts to advertisements. You'll also learn how to harness AI to synthesize and interpret complex data sets, empowering more informed and effective marketing decisions.

Register: <https://nc.ecenterdirect.com/events/53762>

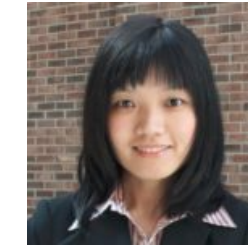
Online Workshops by Cal State East Bay Professors



Dr. Yi He



Dr. Lan Wu



Dr. Ya You



Dr. Ivan Fedorenko

OUR PARTNERS



Scan the code to visit the website and register!

For more information on East Bay SBDC's one-on-one advising, funding assistance and training services, visit www.eastbaysbdc.org, email ebinfo@eastbaysbdc.org or call **510-885-4801**.



The Norcal Small Business Development Center (SBDC) welcomes all entrepreneurs and business owners. Our events and services are open to anyone interested in small business development. Funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA) and grants with the California Office of the Small Business Advocate (GO-Biz). All opinions, conclusions or recommendations expressed are those of the authors and do not necessarily reflect the views of the SBA, GO-Biz or Cal Poly Humboldt Sponsored Programs Foundation.



Reasonable accommodations for persons with disabilities will be made if requested at least 72 hours in advance. Contact: **East Bay SBDC at ebinfo@eastbaysbdc.org or 510-885-4801.**