



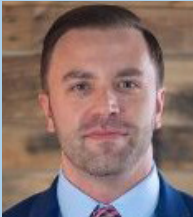
Strategic Communications to Market Your Business Certificate Program

Presented by: Central Palm Beach County Chamber of Commerce and Palm Beach SCORE

"5 Steps to a Successful Marketing Strategy"

REGISTER FOR ALL 5 AND SAVE

Are you running your business without a marketing plan? Attend this series of five educational marketing workshops and you will learn about the key strategies to best market your business.



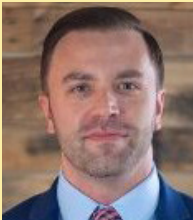
*Social Media Strategies:
Facebook, Google Plus, Twitter, Instagram*
Thursday, March 9, 8:30-10:30 a.m.

REGISTER HERE!

Ray Greico, President & Founder, Engage Sales and Marketing LLC

Many small business owners are overwhelmed with social media channels because there are so many of them, and usually only one person is doing all the marketing - you - the business owner. How do you know where to spend your time, energy and money?

Facebook, Twitter, LinkedIN, Google Plus, Instagram - so many social media platforms. Which one will drive results?



What You Need to Know about Websites:
Tuesday, March 16, 8:30-10:30 a.m.

REGISTER HERE!

Ray Greico, President & Founder, Engage Sales and Marketing LLC

Websites provide many benefits to your company including demonstrating credibility to prospects, communicating your menu of services, allowing prospects to begin a dialog by signing up for your newsletter, and helping prospects find your websites.

Learn the top practices of how to grow your business by driving traffic to your website from a master of marketing and website services.



SEO and Why It Is Important to Your Business:
Thursday, March 23, 8:30-10:30 a.m.

REGISTER HERE!

Terry Redmond, CEO & Founder, Internet Business Ideas and Marketing LLC

Learn the basics of SEO (Search Engine Optimization) and how to apply to this to your company's marketing strategy. You will learn the "Who, What, Why, and When SEO for your Business" and the benefits of SEO. SEO increases traffic to your website, ROI, Cost-Brand Awareness, and increased site visibility.



The Power of the Inbox:
Thursday, March 30, 8:30-10:30 a.m.

REGISTER HERE!

Evie Hernandez, CEO & Founder, XoomIM, LLC

What is the first impression you give customers when they see you in their email inbox? And when they see you there, what do they do? Some people think EMAIL Marketing is DEAD!!! But that is far from true. Evie Hernandez – The Email Marketing Queen™ the Local Area Expert for Constant Contact will share tips and tricks to help your business Attract, Capture and Retain Loyal Clients with Email Marketing.



Preparing Your Communications and Marketing Strategy:
Thursday, April 20, 8:30-10:30 a.m.

REGISTER HERE!

Irene Dec, SCORE Mentor/Vice Chair Education

Learn why a business plan and a marketing strategy are critical to your business success. Are you just not sure where you are going with marketing your business? Learn how developing a marketing plan will bring organization and focus to developing your key marketing strategies.

All workshops are Located at:
Central Palm Beach County
Chamber of Commerce
12794 W. Foret Hills Blvd. Suite 19
Wellington, FL 33414

Attend all 5
workshops for \$129
Chamber Members \$99
each workshop \$30

Upon completing all 5 workshops you will receive a signed certificate from the Central Palm Beach County Chamber of Commerce and SCORE