

# Brown Bag Marketing Series

Fall 2018



Attend this series of four workshops and learn how to get found online, attract new customers and grow your business. Bring your lunch and join us!

**See workshop details on the back.**

# Brown Bag Marketing Series

## Fall 2018

Attend this series of four workshops and learn how to get found online, attract new customers and grow your business. Bring your lunch and join us!

All sessions held at College of Lake County, Southlake Campus – Vernon Hills, Room TBA, 12-1:30 p.m.  
Cost: \$25 per session. Series Cost: \$75 (A \$25 savings!)

The prospect of marketing your business can be overwhelming, especially when you are a small business with an even smaller budget. The good news is that there are marketing tools that won't break the bank. Learn how to get found online, attract new customers and grow your business.

### Digital Marketing Blast Off

Digital marketing is the marketing of tomorrow and that means providing each customer and prospect with a tailored message. Find out how to survive and thrive in a highly competitive market by learning the essentials of digital marketing, recognizing the need for a comprehensive market plan and implementing it successfully. Become familiar with key marketing concepts. Learn how to engage an audience that will increase sales and provide valuable metrics that you can analyze.

**3811 TBSM 53-001**  
Wednesday, September 5

### Email Marketing for Small Businesses

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships in all types of business. Discover how communicating with customers regularly can help a small business stay connected, generate increased referrals, repeat sales, and nurture customer loyalty. Learn about the different types of newsletters, permission-based email marketing and how to become a trusted sender, increasing deliverability and open rates, and more!

**3812 TBSM 55-001**  
Wednesday, October 3

### Google Explained: Google AdWords, Google Analytics and Google +

What can Google do for your business? How is the whole platform of Google suite of products changing? What's free and what's paid? Understanding the benefits of using Google products helps business owners make better decisions. Discussion will focus heavily on Google's advertising platform called Google AdWords and Google Analytics. Analyze Google+, other Google family products and the whole concept of placing your business on a map of local services, ratings, reviews, etc.

**3813 TBSM 56-001**  
Wednesday, November 7

### NEW! LinkedIn 101

LinkedIn is the social media place for professionals and for business and has all of the appealing flavors of a social media marketing tool, but none of the meaningless chatter that often floods other social media sites. Learn best practices for a successful LinkedIn profile and discover how your small business can use this platform to gain visibility, develop relationships and drive sales. Get a general overview and introduction to some of the key features available through LinkedIn. Discover strategies for quality content that drives engagement and integrate LinkedIn into your marketing mix.

**3818 TBSM 29-001**  
Wednesday, December 5

*Series presented by Norbert Barszczewski, President of JP NetQuest, Inc., the company he founded in 2007. His areas of expertise include web development and online marketing (email, social media, PPC, SEO).*

**Register for the entire series and save!**

**3810 TBSM 52-001**

To register, visit [www.clcillinois.edu/sbdc-itc/workshops](http://www.clcillinois.edu/sbdc-itc/workshops) or call (847) 543-2033.

Illinois SBDC International Trade Center is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), the Illinois Department of Commerce & Economic Opportunity, and the College of Lake County. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact the center at (847) 543-2033 or TDD: (847) 223-0134.



Call: (847) 543-2033  
Email: [illinoisSBDC@clcillinois.edu](mailto:illinoisSBDC@clcillinois.edu)  
Visit: [www.clcillinois.edu/sbdc-itc](http://www.clcillinois.edu/sbdc-itc)

