

Video Marketing for Small Business

Fall 2018



Attend this series of three workshops to sort through the hype and confusion of online videos and learn how video marketing can improve the way you do business!

See course details on the back.

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Are you struggling to stand out from your competition in a crowded marketplace and finding your existing marketing is not working as well as you would like? Do you want to convert more prospects into customers? If any of these concerns apply to you, video marketing might be the answer. The goal of this series is to help professionals and small business owners sort through the hype and confusion of online videos. Learn how video marketing can improve the way you do business and develop a relevant strategic plan to take advantage of the ever-changing tools available. Get in front of more prospects and convert them into customers!

All sessions held at College of Lake County, Southlake Campus – Vernon Hills, 6-7:30 p.m.
Cost: \$25 per session. Series Cost: \$59 (A 16 savings!)

Video Production and Content Marketing

Learn the basics of video production and editing. Although the content discussed and produced will be targeted towards small business owners, it will cover general skills needed to make anything from home movies to feature films. Whether you're a beginner or experienced videographer, you will leave this workshop with valuable takeaways that you can put to use to grow your business.

3815 TBSM 58-001

Wednesday, September 5

YouTube Marketing for Small Businesses

Creating and posting video content on YouTube is a great way to boost the visibility and credibility of your business. YouTube has become a more influential platform and videos have been proven to increase search engine placement in Google search and effective at converting customers and generating sales. Attend this workshop and explore the basics and hidden secrets of YouTube. Learn how to create your YouTube channel, optimize your videos and reach your target audience!

3816 TBSM 59-001

Wednesday, October 3

Connect with Your Business Prospects through Live Video

Looking for ways to boost engagement and connect with your audience? This workshop will outline the opportunities of using live video to reach new clients, support current clients and improve customer engagement. Platforms covered include Facebook, Instagram, Twitter, Periscope, YouTube, Snapchat and more. Bring a laptop or smartphone to maximize your value from this workshop.

3817 TBSM 60-001

Wednesday, November 7

Register for the entire series and save!

3814 TBSM 57-001

Presented by Bruce Himmelblau,
Producer/YouTube Strategist with
Lake Forest based Blue Sky Video Productions.

To register, visit 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 and 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.



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