

## Technology, Social Media and Marketing Trainings

NEC SBDC at Butte College offers in-depth technology, social media, & marketing trainings; and one-on-one business consulting in all areas of internet marketing & online management. In today's business, marketing & promotion using technology & social media tools can be inexpensive and effective for engaging your existing customers, and attracting new customers. Our workshops are designed to help business owners better understand emerging technologies, effectively utilize trade shows, events, and online tools to reach target markets, measure outcome, and increase sales by building rapport with new and repeat customers. Pre-registration and payment required where applicable.

### Introduction To Social Media

**Date:** Thursday, January 18, 2018  
**Time:** 9:00am - 11:00am  
**Cost:** \$20 per person, \$30 at the door  
**Location:** Orland

Do you know the best platforms to use to engage your customers? Do you have a social media strategy in your plan? Are you measuring your business success using the social media platform that you have selected? LinkedIn, Facebook, Instagram, Pinterest, Twitter, Snapchat...what platforms should your business engage with and how often? This training will explore the basics of starting a Social Media Strategy, and demystify the use of hashtags.

### How to Get the Most from Trade Show & Event

**Date:** Thursday, February 1, 2018  
**Time:** 9:00am - 11:00am  
**Cost:** FREE  
**Location:** Red Bluff

Do you participate in trade shows & other special events without understanding the costs versus results methods. Do you know how to get people to visit your booth & get positive results for participating in these types of special promotional activities? This class will explain how to determine appropriate shows and, or events for your business, provide you with preparation techniques, guide you on how to have effective booth displays that draw people in, and provide you with strategies on how to follow up with leads after the event to get results. We will also take a look at how to measure your success of an event and understand your return on investment (ROI).

### Grow Your Business Using Effective Marketing Strategies - 4 Weeks Series

**Date:** Tuesday Mornings, March 6, 13, 20, & 27, 2018  
**Time:** 8:30am - 10:30am  
**Cost:** \$50 per person; \$60 at the door  
**Location:** Chico

Looking to grow your business? It is important to have realistic goals & a plan in place to help you achieve them. This 4 weeks, 2 hours per week training, will focus on developing strategies to grow your sales, and a Marketing Plan to help you achieve your goals. Using your current sales information, we will help you establish your goals, discuss the different roles of Sales versus Marketing, and review what is necessary in a successful Marketing Strategy. This training will also help you understand what types of tools are available to you, & what analytics are important to track.

For additional information, please call, fax, stop by, or log on to: [www.buttecollegesbdc.com](http://www.buttecollegesbdc.com)  
 NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico, CA 95928 ■ (530) 895-9017 Phone ■ (530) 566-9851

**Register Today!** Please register online, call, mail, drop off or fax registration form (one per person) with payment (cash, check or credit card) To: NEC Small Business Development Center at Butte College, 2480 Notre Dame Blvd., Chico, CA 95928.

January 18 - Intro To Social Media;  February 1 - Trade Show or Special Event;  March 6 - 27 - Marketing Strategies

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Phone \_\_\_\_\_ Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_



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