

**Social Media and Technology Trainings**

NEC SBDC at Butte College offers in-depth technology, social media trainings, and one-on-one business consulting in all areas of internet marketing and online management. In today's business, technology can be an inexpensive and effective tool for engaging with existing customers, and attracting new clients, but within reason. Our workshops are designed to help business owners better understand emerging technologies, effectively utilize 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.

**Sales Growth through Effective Marketing Strategies**

**Date:** Thursday, October 19, 2017  
**Time:** 9:00am - 11:30am  
**Cost:** \$30 per person, \$40 at the door  
**Location:** Orland

Looking to grow your business in the next few years? It is important to have realistic goals, and a plan in place to help you achieve them. This workshop 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, and what analytics are important to track.

**Introduction To Search Engine Optimization (SEO)**

**Date:** Tuesday, November 14, 2017  
**Time:** 9:00am - 11:00am  
**Cost:** FREE  
**Location:** Red Bluff

Most business owners assume they simply need a website to reach customers - that is a myth! Search Engine Optimization is the process of getting your website seen by Search Engines. We will review the various techniques to effectively Search Engine Optimize your website including Site Maps, Google Developer Tools and Analytics, Content Writing for Keywords, and The proper coding techniques for Search Engine Optimization. For those who manage/administrate and understand how to update their website or access Content Management Solution.

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.

**October 19 - Sales Growth through Effective Marketing Strategies;**     **November 14 - Introduction to SEO**


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

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

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

  **Doing What MATTERS™**  
FOR JOBS AND THE ECONOMY

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 **SBA**  
U.S. Small Business Administration