

# Butte College Small Business Development Center (SBDC)



## Technology, Social Media & Online Marketing Trainings

Butte College Small Business Development Center offers in-depth technology, social media and online marketing trainings, and free one-on-one business consulting in all areas of marketing and management. In today's business, marketing and promotion using technology and 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, successfully use online tools to reach target markets, measure outcome for effective use, and increase sales by building rapport with new and repeat customers. Pre-registration and payment are required to reserve your seat.

### Introduction to Online Marketing

**Date:** Tuesday, April 9, 2019  
**Time:** 9:00am - 11:00am  
**Cost:** \$30 per person, \$40 at the door  
**Location:** Orland (Butte College Glenn County Center, 604 E. Walker St.)

This training will introduce you to the beginning steps of online marketing. You will explore marketing fundamentals and how the new platforms of online exposure have changed the game. Gone are the days of outbound marketing, today marketers are embracing inbound tactics, hyper targeting, and custom audiences. You will learn how new technology shapes traditional marketing theory.

### Rapid Growth Using Facebook Ads Manager and Google AdSense

**Date:** Friday, May 31, 2019  
**Time:** 9:00am - 11:00am  
**Cost:** \$30 per person; \$40 at the door  
**Location:** Red Bluff (Holiday Inn Express & Suites, 2810 Main Street)

Google and Facebook have become the most reliable and insightful platforms producing the largest Return on Investments (ROI). While Google focuses on query-based marketing, Facebook uses a more interruptive approach. Each platform has its own set of rules and tactics. In this workshop you will gain a basic understanding about the two largest platforms in the marketing world, the differences between them, when to use either platform, and how to scale quickly.

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

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

April 9 - Introduction to Online Marketing     May 31 - Rapid Growth Using Facebook Ads Manager & Google

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

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

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

Funded in part through a cooperative agreement with the U. S. Small Business Administration (SBA). All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or HSU Sponsored Programs Foundation.

SBDC programs are nondiscriminatory and available to individuals with disabilities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Sophie Konuwa, director, 2480 Notre Dame Blvd., Chico, CA 95928, [konuwaso@butte.edu](mailto:konuwaso@butte.edu), (530) 895-9017.

