



Small Business Series: Make 2015 Your Best Year Yet!

Marketing Toolkit

Tuesday, February 10 6:00-7:00p.m.

(Snowdate: Tuesday, February 17 6:00-7:00p.m.)

With so many different marketing activities that a small business can focus on, you can often miss some of the important marketing concepts that will help you understand why those activities are so important.

This presentation is designed to uncover some of those core concepts and show that a little bit of marketing knowledge can go a long way.

Presenter: David Fischer, Constant Contact Authorized Local Expert and Founder of Solutions for Growth

Part I. The Keys to a Great Website

Tuesday, February 24 6:00-7:00p.m.

(Snowdate: Tuesday, March 3 6:00-7:00p.m.)

In this presentation, you'll learn the do's and don'ts of creating a website that gets found on the search engines, attracts prospects and turns them into customers. Mike Brooks will show you the common mistakes businesses make and best practices for creating a strong website. For Part Two, Mike will follow up with Search Engine Optimization (SEO).

Presenter: Michael Brooks, SCORE Advisor and Owner of Nuclear Chowder Marketing, LLC

(MORE PROGRAMS ON BACK)

FREE! Networking: 5:30-6:00p.m. Park in the Library lot or on-street (no meter charge after 5:30p.m.) REGISTRATION REQUIRED online at danburylibrary.org, click on "Events" or call 203-797-4527.

Series presented by:



Office of Economic Development

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Small Business Series Cont'd:



Make 2015 Your Best Year Yet!

Part 2. Search Engine Optimization (SEO)

Tuesday, March 10 6:00-7:00p.m.

(Snowdate: Tuesday, March 24 6:00-7:00p.m.)

As Google continues to change the rules and more Internet marketing savvy competitors enter the market, it becomes increasingly difficult to navigate the world of SEO. Not enough SEO and you're invisible. Too much SEO and you get penalized. In this presentation, Mike Brooks will simplify the complexities of SEO so you can increase your online presence the right way.

Presenter: Michael Brooks, Owner of Nuclear Chowder Marketing, LLC and SCORE Advisor

Branding Your Way to the Bank

Tuesday, March 31 6:00-7:00p.m.

Learn how to establish the "Know, Like and Trust" factor that will have people waiting in line to work with you!

Robin Dann will cover best practices for promoting your brand and crafting marketing messages to attract and retain high paying customers:

- Establish recognition
- Share expertise via Social Media
- Networking, engagement and community involvement

Presenter: Robin M. Dann is Owner of Studio-g Creative Design & Brand Development

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