



SOCIAL MEDIA WORKSHOPS 2017

10: 00 A.M. -12:00 P.M.

February 16, 2017

Best Strategies for Business Blogging Success

Ontario Chamber of Commerce

3200 Inland Empire Blvd., Suite 130, Ontario, CA 92395

Blog writing can be an effective tool for optimizing Google search results. We will walk attendees through how to use WordPress, a popular blog writing tool, drives website traffic and converts users to customers. Learn how to set up a blog, write posts that sell, and effectively track and analyze your blog writing efforts.

March 30, 2017

Email Marketing to Get the Sale

High Desert America's Job Center of California

17310 Bear Valley Road, Suite 109, Victorville, CA 92395

Most internet marketers agree, the best way to solicit customers online is through email marketing. Learn how to use email tools like MailChimp and Constant Contact to create high-quality emails that sell. We'll teach the best tactics and techniques for building an email list, creating emails, converting sales and analyzing email marketing efforts.

April 13, 2017

Create a Winning Internet Marketing Game Plan for Your Business

City of San Bernardino Economic Development Board Room 3rd Floor

201 N. "E" St., San Bernardino, CA 92401

To win online, businesses need a comprehensive online marketing strategy. We'll walk attendees through a digital marketing blueprint that will help drive sales. Learn effective business strategies using search engine optimization, Google pay-per-click campaigns, email marketing, blog writing, website design and social media tools like Facebook, Twitter, LinkedIn, Instagram and others.

May 25, 2017

Get Immediate Business Results with Google Pay-Per-Click Campaigns

Ontario Chamber of Commerce

3200 Inland Empire Blvd., Suite 130, Ontario, CA 92395

Most online strategies take time to generate results. Search engine optimization, social media, blog writing and email marketing all require legwork beforehand to drive customers to a sale. Google pay-per-click campaigns can help generate immediate results for business. Learn the top tactics and techniques for creating an effective Google AdWords pay-per-click campaign.

June 22, 2017

The Right Way to Market Your Business on Facebook

High Desert America's Job Center of California

17310 Bear Valley Road, Suite 109, Victorville, CA 92395

If you're looking to reach the consumer in today's internet landscape, Facebook is where it's at. Learn how to get more "Likes" from your target market, post high-quality posts, drive sales and analyze efforts. We will demonstrate the "do's and don'ts" on Facebook for your business. If you have a clearly identifiable target market, you won't want to miss this workshop.

To Register: <https://2017socialmedia.eventbrite.com>



EDUCATION



ABILITY



SKILLS



INSTRUCTION



PRACTICE



Robert A. Lovingood, Chairman, First District Supervisor | Curt Hagman, Vice-Chairman, Fourth District Supervisor Janice Rutherford, Second District Supervisor | James C. Ramos, Third District Supervisor
Josie Gonzales, Fifth District Supervisor

Gregory C. Devereaux, Chief Executive Officer • Reg Javier, Executive Director, Workforce Development Board