



Northeastern California Small Business Development Center (SBDC) at Butte College



Social Media and Technology Trainings

Northeastern California SBDC at Butte College offers in-depth technology & social media trainings and one-on-one business consulting including Facebook, Twitter, and Blogging. In today's business, technology is an inexpensive & effective tool for engaging with existing customers and attracting new clients. Our workshops are designed to help business owners better understand emerging technologies, effectively utilize online tools to reach target markets, and increase sales by building rapport with new and repeat customers. Seating is limited, pre-registration is required.

Using Emerging Technologies to Market Your Business

Date: Wednesday, February 1, 2012
Time: 9:00am - 11:00am
Cost: \$25 per person prepaid, \$35 at the door
Location: Chico

In today's hi-tech world it has become extremely important for small business to have a strong online presence. Learn how emerging technologies can help to get your business noticed! Workshop includes: website maximization strategies; search engine optimization; social media promotion including Facebook, Twitter & Blogging; video tools; and other low cost online promotion.

Introduction to Facebook

Date: Wednesday, February 29, 2012
Time: 9:00am - 10:00am
Cost: \$20 per person prepaid, \$30 at the door
Location: Orland

Facebook is a great marketing platform for businesses, but to be successful, you must learn the basic elements of how people use Facebook. Starting with a personal profile on Facebook is recommended for business success. Workshop will cover how to: Build a personal profile; Find friends, post pictures & links; and Interact successfully with others. Key terms will be explained including groups, pages, fans, tagging, & newsfeeds. Workshop is also a pre-requisite for our more advanced class, **Advanced Facebook Marketing For Business**.

Advanced Facebook Marketing for Business

Date: Wednesday, March 28, 2012
Time: 9:00am - 11:00am
Cost: \$25 per person prepaid, \$35 at the door
Location: Chico

This workshop will teach you how to use Facebook in your marketing plan. You must currently be using Facebook personally and/or professionally, and need to use it for increased marketing effectiveness. Topics will include best practices for creating a "page" for your business & finding "fans;" using photos, posts, tagging, check-ins and other engagement tools to connect with current customers and reach out to new ones; and advertising opportunities including pay-per-click-ads and sponsored stories.

**For additional information, please call or log on:
(530) 895-9017 ■ www.bcsbdc.org ■ www.buttecollegesbdc.com**

Register Today! Please make check payable to Northeastern California SBDC at Butte College. Please mail or drop off registration form (one per person) with payment to: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico, CA 95926.

Feb. 1 - Emerging Technologies (\$25); **Feb. 29 - Introduction Facebook (\$20);** **March 28 - Advanced Facebook (\$25)**

Name _____ Business Name _____

Phone _____ Mailing Address _____

City _____ State _____ Zip _____ Email _____



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