

Lunch & Learn

Make digital marketing work for your company

Hosted & Presented by:



U.S. Small Business Administration



Location

Mulvane Public Library
408 N. 2nd Ave.
Mulvane, KS

When

Thursdays
July 14, 21, 28
August 4, 11

Cost

\$25 per Class
\$35 per Class non-member
\$100 for all 5 Classes
\$150 for all 5 classes non-member

Lunch

Provided by:

Los Candiles
Laurie's Kitchen
Empire Tacos
The Grill
Lil Deuce Scoop

REGISTER: Online www.mulvanechamber.com or email mulvanechamberdirector@gmail.com

July
14

Marketing and Customer Engagement

Learn how to make your business stand out and become a destination. Develop your competitive advantage to stand-out from the pack! Get tips for gaining repeat customers, marketing best practices including e-mail marketing tips.

July
21

Content Marketing 101

Content marketing is the creation and distribution of valuable, relevant, and consistent messaging that attracts and retains a clearly defined audience and, ultimately, drives profitable customer action. Learn the 5 steps to effective content marketing, how to begin creating good content for social media, e-mail marketing or blogs. Learn the right questions to help you define your company's unique positioning statement.

July
28

Get Your Customers to Swipe Right

So you've got a website and social media profiles – great! Now, how do you use them to produce real results for your business? In this intermediate-level session, you'll get tips, tricks, and best practices for engaging prospects online, driving foot traffic or calls, and turning customers into loyal brand advocates.

August
4

Continuity Planning- How to Keep Your Business Open After a Disruption or Disaster

This workshop covers the fundamentals of a continuity plan that a business owner acts on in the event of a business disruption (disaster, power outage, absence of key employee or owner).

- Documenting business operations and systems, identifying points of failure, and potential risks posed by a flaw or key personnel, in which one fault or malfunction causes an entire system to stop operating. Learn what resources are available to assist business owners with developing a continuity plan - SBA, SCORE, Kansas SBDC

August
11

CyberSecurity Essentials for Small Business Owners

This presentation covers the cyber security fundamentals that all small business owners should understand and take action on. The purpose of the presentation is to address the common (universal) risk points that make most small businesses susceptible to a cyber-attack or data breach.

- Understand the risks for small businesses (they are the # 1 target), identify weak points in your system, best practices, preparation & response tactics, and resource links to help prepare and protect your business.