



**Treasure Valley SCORE is pleased to present *Business Success* classes
for small business owners and entrepreneurs**

**Select weekday evenings, 6-8 PM, Library! at Cole & Ustick Roads
(See calendar for availability)**

Digital Marketing 100 - Foundations

Familiarize yourself with the digital marketing landscape. You will leave this class being introduced to common terms, strategies, and tools that will give you a competitive edge. This class is perfect for the entrepreneur who intends to take the reins as a DIY marketer or communicate with a professional digital marketing firm.

Digital Marketing 200 - Construction

Apply the knowledge from DM Foundations into your online presence. Establish your company, brand, or service with specific marketing goals in mind. This class will help guide you to measure the results of your website, landing page, or business profile. It will also give you ideas on how to adjust and tweak to improve performance.

Digital Marketing 300 - Traffic Generation

With your online presence fully developed, you can learn the different ways to bring on the traffic. We will cover methods that deliver instant gratification as well slow and steady ones too. While exploring, we will also discuss the costs and level of difficulty with each strategy

Financing & Banking 101

Learn where you can really get financing, including banks and other sources. How the SBA can help you. Strategies to help you select a bank and apply for a loan. *Plus*

Insurance 101 - The Basics of Business Insurance

Learn how insurance can protect you from business activity risks. Get information on the insurance you must have. Find out what risks policies generally protect, and what they generally exclude.

Business 301 – *Go!* - How to Pitch Your Business to Investors and Bankers

How to prepare a finished business plan. Learn to put together a compelling presentation to “sell” your business. How to develop your finished sales and marketing strategies.

For a limited time, these classes are FREE. Call Treasure Valley SCORE at 208-334-1696 to register or go online <https://treasurevalley.score.org>