



Los Angeles

Upcoming Webinars To Grow Your Business

Help Your Business Thrive with Our Monthly Workshops

Summer Special: \$10 off any future paid workshops! Use Promo Code:
10THRIVE at checkout for
\$10 Off for all webinars

Four Digital Marketing Strategies That Improve Your Google Ranking

Learn about local search, review marketing, paid advertising, social media and how they impact your online marketing strategy.



**Four Digital Marketing
Strategies That
Improve your Google Ranking**
August 5th | 10:30am-12pm
ONLINE

In this workshop you'll learn our top 4 strategies that impact your Google ranking, including the importance of having your business show up in local



**Branding and Marketing
Bootcamp: Kick Your Business
Into High Gear**
August 6th | 10:30am-12:30pm
ONLINE

When building a marketing strategy for your products or services, one integral part of the strategy is communicating your authenticity and

search results and how you can leverage online reviews to attract more customers. We'll also show you ways you can use different types of paid ad strategies to get in front of more of your targeted customers.

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integrity of your brand and how it relates to your consumer. Join in as we take you on a visual investigation into storytelling as well as marketing content strategy.

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How to Get Traffic to Your Website with SEO & Social Media

**August 6th | 11:00am-1pm
ONLINE**

Participants gain insights into how search engines and social media sites work and what keywords are and why they are so important, as well as how Google algorithms change and how to adjust your marketing strategy accordingly.

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Skyrocket Your Brand With Digital Marketing & Beyond

**August 11th | 11:00am-1:00pm
ONLINE**

This class is for busy businesses at any stage that want to know exactly how to focus and get solid results from their marketing efforts from planning to execution! This class covers it all from social media, e-mail marketing, website, SEO, PR, advertising and more!

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**Marketing Plan 101 - Creating
Your Roadmap To Success**
August 13th | 11:00am-1pm
ONLINE

Participants gain insights into how search engines and social media sites work and what keywords are and why they are so important, as well as how Google algorithms change and how to adjust your marketing strategy accordingly.

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**Financial Projections
Made Easy**
August 14th | 10:00am-12pm
ONLINE

Financial Projections Made Easy explains the specific steps to complete the entire forecasting process, focusing on the user-friendly template created by SCORE LA to help determine the financial viability of your business.

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Capital: Bootstrapping 101
August 18th | 10:00am-11:00am



**Social Media Do's and Don'ts
For Businesses**

ONLINE

This class will teach you how to evaluate your funding needs and determine whether a debt or equity strategy is appropriate for your business. Financing options e.g., friends and family, crowd funding, angel investment, venture capital and institutional funds will be discussed.

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August 18th | 11:00am-1:00pm ONLINE

Social media can be overwhelming for business owners. Which platforms. How often to post. What to post. What is “live”. Why Facebook Groups are important. This class will give you the basics every business owner should know as well as the latest trends to grow your business.

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E-Mail Marketing Essentials - Basics to Advanced August 20th | 11:00am-1:00pm ONLINE

For every \$1 spent on e-mail marketing there is an average \$44 return on investment. If you are not already doing it for your business, you need to start now! This class will cover the basics to the advanced



Starting a Business: What You Need to Know August 21st | 10:00am-12:00pm ONLINE

If you are thinking about starting a new business or have recently started one, this is a valuable workshop for you. Starting a Business: What You Need to Know cuts through the confusion and chaos of what you

techniques to propel your email efforts.

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need to do and think about to start a business.

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SCORE Los Angeles

312 North Spring Street
5th Floor
Los Angeles, CA, 90012
[Email Us](#)

Connect With Us:



losangeles.score.org