



Main Street
WOOSTER

Marketing Workshops

Unlock Your Marketing Potential!

Join our **monthly marketing workshop** led by expert strategist Jean Roberts, with Marketing Engine. Discover how to **maximize free resources** to boost your marketing presence, attract new customers, and retain your loyal ones. Each month, Jean will guide you through an **interactive, hands-on session** designed to provide practical insights and strategies.

Don't forget to bring your laptop or tablet to fully engage and make the most of this valuable experience.

Let's elevate your marketing game together!



Jean Boen Roberts is a co-founder of The Marketing Engine, where she specializes in working with clients to refine their messaging in order to effectively reach their target audience to drive revenue and increase retention. Her marketing and communication skills have developed over years of experience working with clients in a variety of industries. She has been responsible for creating strategic communication plans for a wide spectrum of audiences, utilizing platforms best suited to drive results.

Roberts is an Athena Young Professional award winner and holds a B.A. in Family and Consumer Sciences from Bluffton University. She and her husband live in Wooster, Ohio with their two daughters.



Scan Here
to register

Partners:

- Free for current Main Street Wooster Partners

Non-Partners:

- \$20 per or \$175 for all eleven workshops

Don't miss out! Secure your spot today and take the first step towards transforming your marketing strategy.

Thank you to our co-sponsor:  Farmers State Bank

Your Bank, Your Way.

Join us each month at a different Downtown business from 8:00 - 9:30 a.m. Enjoy interactive workshops from 8:00 - 9:00 a.m., followed by 30 minutes of socializing and one-on-one engagement.

Stick around to connect with local business leaders and team members!

Interested in hosting a Main Street Marketing Workshop, please reach out to Jbenko@Certifiedangusbeef.com

April: Foundational Marketing Strategy

Wednesday, April 2

Kick off the year with the essentials of crafting a robust marketing strategy. This class focuses on understanding target markets, creating audience persona, ecosystem maps, and developing a unique value proposition to set the groundwork for all future marketing efforts.

May: Creating a Content Map

Wednesday, May 7

Learn how to design a content map that aligns with your marketing goals. This session will teach you to strategize content creation across different platforms, ensuring consistency and relevance to engage your audience effectively.

June: Introduction to Search Engine Optimization

Wednesday, June 4

Dive into the basics of SEO and discover how to optimize your website to increase visibility and rank higher in search engine results. This introductory course will cover keyword research, on-page SEO techniques, and content planning for SEO results.

July: Google Business Manager

Wednesday, July 2

Explore the benefits of Google Business Manager and learn how to use this tool to manage your online presence across Google's services, including Maps and Search. This class will guide you through setting up your profile, enhancing your listing, and understanding user interactions.

August: Google Analytics & Google Search Console

Wednesday, August 6

Gain insights into Google Analytics and Google Search Console to track and refine your website's performance. Learn how to interpret data reports, monitor traffic sources, and optimize your website to meet your business objectives.

September: Getting Started with Google Ads

Wednesday, September 3

This session introduces Google Ads, teaching you how to set up campaigns, choose the right keywords, and create compelling ad copy. Learn the strategies to maximize your ad spend and effectively reach your target audience.

October: Leveraging Facebook Ads

Wednesday, October 1

Master the art of Facebook advertising. This class will cover everything from defining your audience and setting budgets to creating ads that convert. Learn how to use Facebook's robust targeting capabilities to your advantage.

November: Optimizing YouTube for Your Marketing Strategy

Wednesday, November 5

Uncover the potential of YouTube within your marketing strategy. Learn how to optimize your channel, create engaging content, and utilize YouTube's advertising options to gain more visibility and engagement.

December: Strategic Marketing Partnerships

Wednesday, December 3

Explore how forming strategic marketing partnerships can amplify your reach and credibility. This class will guide you through identifying potential partners, negotiating agreements, and managing collaborative marketing efforts.

January: Social Media Strategy

Wednesday, January 7, 2026

Develop a comprehensive social media strategy tailored to your brand's needs. This course will teach you to choose the right platforms, schedule posts for maximum engagement, and measure the success of your social media efforts.

February: Analyzing Marketing Data to Measure ROI

Wednesday, February 4, 2026

Cap off the year by learning how to analyze marketing data to determine the return on investment (ROI) of your campaigns. This session will focus on using analytics to evaluate effectiveness and optimize future marketing investments.