

## Getting Your Point Across... Successful Content Marketing

June 2, 2020  
12:00 PM to 1:15 PM

**COST:** FREE - Registration required

**PRESENTER:** Shelley Johansson  
Prime Design Solutions

**Content marketing is the art of using information to sell your business – simply put, you position yourself as an expert in your industry, drawing customers to you. In this seminar, you'll learn:**

- Types of content marketing
- Why and how content marketing works
- How to create a content marketing strategy
- Ways to improve the ROI of your content marketing

### To Join – Please register using the link below:

Please register for "Getting Your Point Across...Successful Content Marketing" on  
Tuesday, June 2, 2020 12:00 PM - 1:15 PM EDT at:

<https://us02web.zoom.us/meeting/register/tZAtdGgqDosG9KndYUmU36oZsi1Th16Uj2y>

After registering, you will receive a confirmation email containing information about joining the meeting.