



**ALPENA**  
COMMUNITY COLLEGE

Presents

# Internet Marketing Fundamentals

A Special Online Event

**Friday, September 25, 2020**

8 a.m. – 5 p.m.

\$200



## From ideas to reality

The internet is a marketer's dream come true – and social media provides a low cost marketing tool allowing you to reach a large audience. Nearly 80% of American adults use social media, making it a central part of any business strategy. It's crucial to understand the specifics of social media marketing, how to cultivate the proper presence on the right networks, and how to utilize your great content.

Alpena Community College has partnered with Tim Booms, President and CEO of Educated Business Resource Corporation (EBRC), to create a **live** online Internet Marketing Fundamentals course. Learn how to conduct market research, develop effective internet marketing campaigns, recognize your target market, understand your brand, and how to identify, monitor and measure your audience. Course handouts and a manual are provided. You will be collaborating with individuals throughout northern Michigan. Training has been specifically tailored for our region.

This course can also be customized to meet your business's specific needs.  
Please contact us for additional details.

[Register for Internet Marketing Fundamentals](#)

**You will receive a link to your registered event two days prior to the event date.**



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For questions or to request additional information, email Lisa Blumenthal at [blumentl@alpenacc.edu](mailto:blumentl@alpenacc.edu) or call 989-358-7296.