

# DIGITAL MARKETING: HACKS FOR SMALL BUSINESSES



## Grow Your Small Business – A Free Digital Marketing Series

This suite of virtual classes will help businesses build a foundation for marketing in the digital world. We'll show you how to take a cost effective, time saving, do-it-yourself approach to utilizing the key building blocks to grow your business. Class size is limited, and seats will fill quickly! Registrations are on a first come-first serve basis.

- These classes are free: sponsored by PADD with funding provided through the U.S. Economic Development Administration (EDA) Cares grant.
- All classes are virtual and interactive via Zoom
- Taught by local marketing entrepreneur and consultant Don Osborn of DBO Digital Marketing

### Google My Business: Maximize Your Local Visibility & Reach

Thursday, April 1, 10:00 am – 11:30 am

### Improve Your Search Ranking With SEO (Search Engine Optimization)

Thursday, April 22, 10:00 am – 12:00 pm

### Do-It-Yourself Professional Graphics for Digital Media

Thursday, May 13, 10:00 am – 11:30 am

### Attract New Customers with Facebook Advertising

Thursday, June 3, 10:00 am – 12:00 pm

### Create Email Marketing to Keep Your Customers Engaged

Thursday, June 24, 10:00 am – 12:00 pm