



Small Business
Development Center
UNIVERSITY OF GEORGIA

DIGITAL MARKETING BOOTCAMP



This program covers the fundamentals you need to tell your story, connect with online audiences, map your buyers' journeys and master social media platforms like Facebook, Instagram and LinkedIn. You'll also learn how to design a website that is optimized for search engines and local audiences, along with other key strategies to build a powerful online presence.

LEARN:

- How to set marketing goals that make sense for your business
- What motivates your target customers
- How to compare yourself to your competition
- Which social media platforms are right for your business
- What to post on Facebook, Instagram and LinkedIn
- Website optimization strategies for visitors and search engines

**Program
Partner:**



Tuesday, Sept. 22
9 a.m. - 12 p.m.



Wright School of Business
650 College Dr., Dalton, GA 30720

REGISTER TODAY:

**NO-COST
BUSINESS
TRAINING!**



ugasbdc.training/rom/0594-005

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