



New Digital Marketing Classes (Available November 2020)

How to Grow Your Business with Google Search Ads (60-90 minutes)

For many, the thought of creating Google Search ads can feel overwhelming. Maybe you're not sure how they work and you don't want to waste money trying to figure them out.

But what if you could ease that sense of overwhelm by knowing how to create Google Search Ads that cost-effectively drive the right traffic to your website?

That's what we'll show you in this engaging presentation. We'll discuss how to create Google Search Ads designed to grow your business. You'll learn:

1. What Google Search Ads are and how they work
2. How to create, maintain, and manage Google Search Ads
3. Tips and strategies for getting great results
4. Discuss other forms of digital advertising

Presented by Erik Bunaes, Endorphin Digital Marketing & Constant Contact Certified Local Expert.

E-commerce 101: What to know about selling online and tips to getting it right (60-90 minutes)

Virtually everyone has become comfortable buying products and services online. Whether that is purchasing everyday products, clothing, booking reservations or buying various services. So, is e-commerce something your business should pursue? How do you set up an online store? We'll review what you need to know about e-commerce platforms and some tips to getting e-commerce right.

In this 60-minute class, we will discuss some of the most popular e-commerce platforms (and their costs) and outline several critical elements to successfully selling online. Just like live retail, online selling is competitive and fast-moving. Being focused and closely monitoring your customers behaviors will give you new insights to help you adjust products/services, pricing and promotional messages.

Presented by Erik Bunaes, Endorphin Digital Marketing & Constant Contact Certified Local Expert.



Getting Found More & Driving More Visitors to Your Website (60-90 minutes)

We have a great session on search engine optimization (SEO) planned for small business owners and marketing managers about digital marketing. We will discuss with several key factors in improving how you increase your visibility on the web, getting found more in search engines and driving more visitors to your website.

Search Engine Optimization (SEO) is a complex, competitive and rapidly evolving component of digital marketing. There are a number of different strategies and elements of SEO, several of the key elements will be discussed in this webinar designed for beginning SEO practitioners. Topics will include:

SEO elements on your web page, SEO elements in your website code and a variety of other SEO factors.

You will walk away from this webinar with several valuable resources on search engine optimization, including a one-page SEO Tip Sheet.

Presented by: Erik Bunaes, President, Endorphin Digital Marketing & Constant Contact Certified Local Expert.

Company Branding 101: How to successfully brand your business so people remember you when they need what you sell? (60-90 minutes)

With so many companies and competitors already out there, building a business, and getting customers to know and remember you, is always a challenge. One way to build your business is to build a memorable, distinctive brand. But the question is, how do we go about doing this?

Branding an organization is certainly an art, but there is definitely a process and some clear steps to take to building a unique brand that will help enhance your reputation and increase company name recognition. In this 60-minute session, we will walk you through a process to help you create a new brand (whether this is the first time or you want to rebrand what you have) and show you some helpful tools and resources to make this as easy as possible.

Presented by: Erik Bunaes, President, Endorphin Digital Marketing & Constant Contact Certified Local Expert.



E-Business for Small & Mid-Sized Businesses (Getting Started Class - 60-90 minutes)

What are the best tools to get more out of our online marketing? This is a question that we hear on a regular basis. It's a simple question but one that opens a can of worms. As everyone knows, there are lots of options when it comes to digital marketing and every company has different needs and goals. There is just no one size fits all solution for every organization.

Rather than learning about any particular tool or service, we will show you exactly how the online marketing world works and teach you a 5-step e-business process that works. Within each step, we'll show you several tools that work well for small and mid-sized businesses.

This seminar is designed for the owners/leaders of new or small businesses that are just getting started on their e-business or online marketing journey. We'll keep the conversation focused on concrete steps you can take back and put into action from day #1.

Presented by Erik Bunaes, President, Endorphin Digital Marketing.

E-Business for Small & Mid-Sized Businesses (Intermediate Level Class - 60-90 minutes)

In the Intermediate level e-business class, we take a deeper dive into our 5-step e-business process and explore more closely the specific ways to generate more visibility with new potential customers (people you don't know) along with moving people you do know towards becoming paying customers. We'll show a concrete process with examples on this process.

In this Intermediate level class, we assume your organization has a website as well as some ongoing social media and email marketing and perhaps digital advertising activity. The question for these people is often "We're doing all these things already, but how can we improve it and generate more leads and sales?" This class will answer that question.

Presented by Erik Bunaes, President, Endorphin Digital Marketing.

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