

Webinars April 2020  
4/2/20

**Digital Marketing Series:**

In this season of social distancing, every business is relying on digital marketing more than ever. Get some key insights, strategies and tips to improving how your organization communicates digitally.

This free series of three 45-60 minute webinars from Constant Contact includes:

1. Generating More Leads with Social Media
2. Reaching Your Customer through Email Marketing
3. Getting Found More & Driving More Visitors to Your Website

**Sponsored by Constant Contact:**



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**Reaching Your Customers through Social Media Marketing**

Most people use some level of social media today. But how is social media different for a business? What do we say? How do we find our customers?

This workshop will start with some of the basics to help you match your customers to the right social channels. We will discuss creating shareable, relevant, clickable content followed by a review of using customer incentives such as discount codes and special content to help generate new customers.

You will walk away from this webinar with valuable resources on social media marketing.

Led by: Erik Bunaes, Constant Contact Certified Expert and president, Endorphin Advisors LLC.

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## **Reaching Your Customer through Email Marketing**

What's the most efficient, effective and affordable way to stay connected with your customers? Email marketing. Among all the digital channels available to your business, email marketing boasts the strongest return on your investment. Join us as we discuss using email marketing to your business's advantage, and what email content will resonate most with your audience.

We'll learn:

- The economic benefits and impact of email marketing
- The key basics of email marketing
- Best practices for creating compelling content
- Tips to getting started with email automation

You will walk away from this webinar with several valuable resources on email and digital marketing to use in your own business.

Led by: Erik Bunaes, Constant Contact Certified Expert and president, Endorphin Advisors LLC.

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## **Getting Found More & Driving More Visitors to Your Website**

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.

Led by: Erik Bunaes, Constant Contact Certified Expert and president, Endorphin Advisors LLC.

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