

# DIGITAL ADVERTISING WORKSHOP

**MARCH 18 | 9 - 10:30 AM | HYBRID**

The Launch Pad (391 Front St E, Grover Beach) + Zoom

## How to Test New Ideas Quickly

This process utilizes paid ads from platforms such as Google, Instagram, Facebook, LinkedIn, TikTok and Reddit; along with simple one-page websites that only the targeted customers will see. This method is very low cost and enables small business owners to focus on features/benefits their targeted customers really care about.



### Dan Weeks

*Dan teaches Entrepreneurship at Cal Poly and is the Entrepreneur-In-Residence for the SLO Hothouse. He is a serial entrepreneur that has started and sold companies.*



Register for \$20  
[bit.ly/ciesbdcevents](http://bit.ly/ciesbdcevents)



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**THE LAUNCH PAD**



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