

MASTERING DIGITAL MARKETING

FOR SMALL BUSINESSES

About this Webinar Series

Take your business to the next level with this two-part webinar series designed to help small businesses master digital marketing. Whether you're just starting or ready to scale, these sessions will provide practical strategies to attract, engage, and convert customers.

Session Schedule

Session 1: Digital Marketing Foundations for Small Businesses

- Digital marketing basics & choosing the right approach
- Understanding & leveraging buyer personas
- Website optimization & SEO strategies
- Social media & content marketing essentials
- Email marketing: building and automating your list

Session 2: Digital Marketing Growth Strategies & Paid Advertising

- Advanced website optimization & SEO tactics
- Lead generation & customer retention strategies
- Google & social media advertising best practices
- AI-powered tools for automation & marketing
- Measuring success: analytics & KPIs

Taught By

Ramin Ramhormozi



Date & Times:

April 9th & 16th • 12PM - 1PM

Register Here:

casbdc.biz/4kJMmi0

Presented by the **Central California SBDC**. Learn more at CentralCaSBDC.com



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