

eMarketing Series

UW-Barron County Continuing Education

We are excited to announce a series of social media classes for people wanting to grow their businesses, improve their online presence, or maybe launch into social media for the first time. The eMarketing Series will improve what you're doing or get you started on your way. Classes will be taught by Shelly Cedarblade, owner of Woo! Social Media Marketing (woosmm.com). Shelly focuses on helping businesses connect with clients and customers at any stage in their social media knowledge. Shelly herself loves meeting new people and is passionate about helping others. She uses every aspect of social media to help promote the growing use of social media in the business world.

Facebook for Absolute Beginners

April 1, 6:00-8:00 PM

Ritzinger Hall Room 237

Fee: \$39

Get started in the Facebook world. Connect with family and friends - this class is for the absolute beginner. Let's get started!

Grow Your Business with Facebook

April 8, 6:00-8:00 PM

Ritzinger Hall Room 237

Fee: \$39

91% of local searchers say they use Facebook to find local business online. Branch out into the largest social media site currently online. Business owners and entrepreneurs can learn to start Facebook pages and advertise to a variety of people while finding other businesses to connect with. Prerequisite: a personal Facebook page.

In this workshop you will learn how to:

- Optimize your Facebook presence for maximum results
- Promote your business page to attract and grow fans
- Generate leads with marketing best practices
- Measure and analyze your Facebook presence

Specific topics to be covered:

- Tips for setting up your profile (cover photo, profile photo, and custom applications)
- Facebook promotion, advertising and paid posts
- How to increase your engagement and create a strategic content strategy
- Facebook check-in deals and insights
- Hash tags
- Mobile app to manage your page with your mobile device
- Time saving tips

For more information and to register, visit our website barron.uwc.edu/ce or call 715-234-8176 Ext 5403

Using LinkedIn for Business

April 15, 6:00-8:00 PM

Ritzinger Hall Room 237

Fee: \$39

Learn how to use the online networking site. For business owners who want to connect with others, but in a more professional atmosphere that other sites may not provide. Participants need to have a basic LinkedIn account started before class.

Specific topics to be covered:

- Recommendations for completing your profile
- How to optimize your profile
- How to build your LinkedIn profile
- How to use LinkedIn to market your business
- Creating a business page
- How to generate leads
- LinkedIn advertising
- LinkedIn mobile
- How to find or post a job on LinkedIn
- LinkedIn premium
- LinkedIn tips
- Time saving tricks

Creating an Effective Email Newsletter

April 22, 6:00-8:00 PM

Ritzinger Hall Room 237

Fee: \$39

Proactive, outbound Email Marketing should be an important, key component of your overall marketing or customer/member communications strategy. Email marketing is cost effective and easy to measure. Suitable for all experience levels, this session will teach you how to master email marketing communications with a comprehensive look at best practices and winning strategies for getting and keeping quality subscribers, increasing deliverability and open rates, writing good headlines and content, saving time, getting readers to take action, and more!

This class will help you to:

- Reach more people with your message
- Create email campaigns that get results
- Get your emails opened and read
- Write compelling subject lines and copy
- Interpret email campaign results (open-rates, bounce-rates, click-thru rates)

