

Workshop Descriptions

Jumpstart 2014 Santa Clarita Event Jan 22, 2014

Breakout Sessions



Session #	Choose 1 workshop from each session		
	Room 1	Room 2	Room 3
<p>1 9:00 AM</p>	 Social Media Marketing Campaigns	 Search Engine Optimization (SEO)	 Photography Tips and Tricks for Online Marketing
<p>2 10:00 AM</p>	 Create Email Marketing that Rocks!	 Microsoft Web Tools	 Get Your Business on Google Places
<p>3 11:00 AM</p>	 Analytics - Measuring Your Marketing Return on Investment	 Introduction to WordPress	 YouTube - Video Marketing Success Secrets

Please note presentation titles and presenters are subject to change

Breakout Session Details:

Social Media Marketing Campaigns

Engaging your audience (customers, influencers, fans, subscribers etc.) through a well-planned campaign, using Email Marketing and Social Media, can help your business or non-profit grow. We will discuss ideas for online marketing campaigns and tactics for measuring success without spending a lot of time or money.

Creating Emails that Rock (Using Constant Contact)

Learn best practices in Email Marketing while we show you how to create a Social Media-friendly email –live! Leave this class ready to create professional-looking email communications that will get real results!

Analytics – Measuring Your Marketing Return on Investment

Are you spending your online marketing resources wisely? Learn how to measure your Online ROI (Return on Investment) including Social Media, your Website stats and other online presence including the use of FREE tools that will give you and your service provider's metrics for accomplishing your marketing goals.

Search Engine Optimization (SEO)

Tips, Techniques & Tools for Small Business Owners. Are prospective customers finding you on the web? Search engine optimization is a critical element of your online marketing strategy. When your potential customers are utilizing major search engines like Google, Yahoo or Bing, ensure they will find you and be able to link to your website or blog.

Microsoft Web Tools

This session is presented by Bill Hole, of The Hole Group, 2012 Microsoft Partner of the Year Finalist and will cover how to obtain your own domain name (.com, .net, .org, etc.) and how to send email using your own domain email address (you@yourbusiness.com) plus many other web tools offered by Microsoft.

Introduction to WordPress

This session explains the basics of getting started with WordPress and demonstrate how to manage and maintain a blog or website. Plus, you'll walk away knowing the latest and greatest tools designed to save you time and money. WordPress is Easy to Use, Maintain and Administer. We'll cover: How to Create Pages & Posts in Minutes; How to Add New Content Quickly & Easily with the User-friendly Interface: CMS (Content Management System)

Photography Tips and Tricks for Online Marketing

This session covers selecting stock images from internal and external stock companies, best practices of using other people's images or pictures from the internet, minor editing with some free tools available online, simple ways/tips to shoot with your smart phone, and the Constant Contact My Library Mobile App.

Get Your Business on Google Places

Google Business Photos utilizes Google Street View technology to give customers an idea of the layout, décor, and ambience of your business. You are no longer limited to Santa Clarita because this high-quality, 360-degree, interactive tour can be found on Google Search results, Google Maps, and Google+ Local. For your convenience, you can also embed the tour on your own website and social media. These Photos are ideal for all businesses, but they are especially recommended for restaurants, retail shops, gyms, and salons. Seasonal shoots can also be done to keep customers up to date on what's new with your business. Concerned about privacy? Don't worry, all images are reviewed to ensure they meet Google's quality and privacy standards. Learn methods to use your Google Business photos as a strong search engine optimization (SEO) tool.

YouTube - Video Marketing Success Secrets

Video marketing is powerful! YouTube is on fire! Don't get burned. Come learn the success secrets from a social media expert who has been in front in and behind the camera. People aren't just watching the latest

viral videos; they're also watching clips from their favorite businesses and organizations. If you haven't started experimenting with online video, now might be the time. The good news is you don't need a fancy production crew or a big budget to do it. You just need a good story and a smartphone or digital camera.