

# CASTING A WIDER NET IN A CONNECTED WORLD

Online Strategies That Attract  
Your Ideal Customers

This practical marketing class will give you the confidence and the tools to effectively market your business using multiple online marketing strategies in today's mobile connected world.

**1 DAY CLASS**

**DATE:**  
*Saturday,  
December 15th, 2018*

**LOCATION:**  
*Hilton Sacramento  
2200 Harvard Street  
Sacramento, CA 95815  
(916) 604- 3599*

**TIME:**  
*8 am - 5 pm*

**CLASS ID:**  
*BD3406*

**COST:**  
*\$325 per student  
(meals included)*

**INSTRUCTOR:**  
*Jennifer Filzen*

- What it takes to attract your ideal customers in today's market.
- Best formulas for Search Engine Optimization (SEO) content.
- How to share your business story on your website, social media platforms, blogs, and online advertising.
- Create killer social media posts, videos, and blog articles that will resonate with your tribe.
- Rediscover your "why" and find your tribe.
- Blend the art and science of storytelling to create new pages for your website.
- What's new with the major social media platforms.
- How Facebook advertising can benefit your business.
- THE best ways to respond to 1-star reviews.
- Discover how simple (and fun) it is to find and retain more of the right customers through dynamic online marketing.

*This class is ideal for the business owner and shop manager who wants to target millennial and traditional clients. See into the future of social media marketing and apply digital marketing strategies that really work.*

Register at [www.worldpac.com](http://www.worldpac.com) under Business Development Seminar or call your WORLDPAC associate at 1-800-888-9982 x5470

