1. OVERVIEW
Marketing Basics Overview — webinar + slides
5 Core Marketing Strategies to Grow Your Business — webinar + slides
Let’s Put Together Your 2021 Marketing Strategy — webinar + slides

2. WEBSITE MARKETING
Website design
• How to Sell More Online With Websites — webinar + slides
Search engine optimization (SEO)
• SEO Basics and Google My Business — webinar + slides
Blogging
• Three Compelling Reasons to Have a Company Blog — blog

3. SOCIAL MEDIA MARKETING
Social media platforms + strategy
• Creating a Social Media Content Calendar — webinar
• Social Media: Which Platform is Right for Your Small Business — blog
• Social Media Marketing 101 — slides
• Instagram for Business — webinar + slides
• Training For Best Results Through LinkedIn — webinar + slides
Content creation for social media
• Video Marketing 101 — webinar + slides
• Canva 101 for Marketing Graphics — webinar + slides

4. EMAIL MARKETING
Is Email Marketing Dead? — webinar + slides
How to Grow Your Email Marketing List — blog

5. PAID DIGITAL MARKETING ACTIVITIES
Digital advertising
• Getting Started with Google Ads — webinar + slides
Social media advertising
• Facebook and Instagram Ads 201 — webinar + slides
Analytics:
• Scaling Your Online Marketing: Using Tools, Analytics and Strategies to Grow — webinar

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