

Marketing Basics

RISBDC RESOURCE GUIDE



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](#)

Need more help marketing your business?

Set up a meeting with an RISBDC business expert today by calling (401) 874-7232 or by submitting our [Online Request for Counseling](#).