

**Make Your
Business Heard:
Free Online
Marketing
Classes @ Your
Library**



**Jefferson County Library
1701 Missouri State Rd.
Arnold, MO 63010
636-296-5171**

Visit

**www.jeffersoncountylibrary.org to
learn more about classes / events
happening @ Your Library!**

**Who is eligible for the
online marketing classes?**

- *Suggested prerequisites include: a business website (currently or planned), knowledge of basic HTML, and basic understanding of internet searching. Each class is a one time only class.*
- *First priority for registration will be given to library district residents and non-resident card holders.*
- *Non-residents without library cards will be placed on a waiting list and notified by phone three days before the class only if there are spots available.*
- *Reservations will be honored for five minutes after the class begins. After that time, open seats will be filled on a first come first serve basis.*

What and When?

Twitter for Business

In this class you'll learn how to set up a Twitter account and how to 'tweet'. You'll learn about some great tools that will help you get more followers, find great information about your interests, and how to utilize some 'behind the scenes' tricks to get the most out of your new account.

Marketing Your Business Website

Learn how to revive a "dead" website. Topics covered include Search Engine Optimization (SEO), online advertising tips and avenues, along with ways to increase your website traffic and offline marketing ideas.

Social Media for Business

Subjects to be discussed include blogging - the how-to's and the pros & cons of blogging for business, starting your company's profile and building relationships, promoting the things you write, creating a sense of community and brand with social networks, and creating and promoting viral content.



All classes will be taught by Volunteer Will Hanke, a local web developer.

January

Thursday, 1/14

Twitter for Business

9:30 a. m. - Noon



February

Thursday, 2/4

Marketing Your Business Website

9:30 a. m. - Noon

Thursday, 2/11

Social Media for Business

6:00 p.m. to 8:30 p.m.

facebook



March

Thursday, 3/4

Twitter for Business

6:00 p.m. - 8:30 p.m.

Thursday, 3/25

Marketing Your Business Website

6:00 p.m. - 8:30 p.m.

Google

