

**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?

Leverage Twitter and Facebook for Business

In this class you'll learn how to set up a Twitter account and Facebook fan page. You'll learn about some great tools that will help you grow your fanbase, engage your customers, and how to utilize some 'behind the scenes' tricks to get the most out of your new accounts.

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.



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



Leverage Twitter and Facebook for Business

Thursday, September 9th
9:30 a.m. - Noon

or

Wednesday, October 20th
6:00 p.m. to 8:30 p.m.

Each class is a one time event.



Marketing Your Business Website

Thursday, September 23rd
6:00 p.m. to 8:30 p.m.

or

Friday, October 15th
9:30 a.m. - Noon

Each class is a one time event.

