



# FREE BUSINESS WORKSHOP!

## DIGITAL MARKETING 101 + CLAIM YOUR BUSINESS ON VISITTAHOECITY.COM

**DATE: WEDNESDAY, NOVEMBER 9**  
**TIME: 8AM-10AM**  
**LOCATION: TAHOE CITY PUD BOARD ROOM**  
**221 FAIRWAY DRIVE, TAHOE CITY, CA 96145**

Digital marketing is an essential skill in 2016. Smart businesses are using websites, social media, search engines, email, mobile phones, etc. to reach new customers, increase sales, and free-up valuable resources. You'll walk away with a better understanding of Internet marketing, and you'll even learn how to get a FREE full business page on the VisitTahoeCity.com website. Claim your page so Google will find you. Register today! Seating is limited!

This workshop is led by **Kevin Wallner & Jessica Carr**. Kevin Wallner is a Truckee-based marketing consultant, and founder of First Chair Digital Marketing. Jessica Carr is the program manager for the Sierra Small Business Development Center.

**Register at: <http://tinyurl.com/TCDADigital>**

**Register on Facebook at:**  
**<http://tinyurl.com/tahoecitydigital>**

This Business Seminar is brought to you by:



## DIGITAL MARKETING 101

1. ELEMENTS OF A MODERN WEBSITE
2. SEO & KEYWORD RESEARCH
3. SOCIAL MEDIA BEST PRACTICES
4. CONTENT MARKETING
5. WEB ANALYTICS
6. CLAIM YOUR BUSINESS ON VISITTAHOECITY.COM

FIRST  CHAIR

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