

Certificate Program from SCORE Palm Beach

STRATEGIC MARKETING METHODS FOR THE SUCCESS OF YOUR BUSINESS

Register for all 5 and save!

Early Bird discount until April 26 - \$89 • After discount \$99 • At the door \$109

Each individual workshop is \$30, \$50 at the door. Upon completing all 5 workshops you will receive a signed certificate from SCORE

THE POWER OF THE INBOX:

Thursday, May 2 • 10:30am – 12:30pm
Instructor: Evie Hernandez, XoomIM, LLC

What is the first impression you give customers when they see you in their email inbox? And when they see you there, what do they do? The Email Marketing Queen™, the local area expert for Constant Contact, will share tips and tricks to help your business attract, capture and retain loyal clients with email marketing.

[Register Here](#)

PUBLIC RELATIONS AND BRANDING:

Thursday, May 9 • 10:30am – 12:30pm

Instructor: Melissa Perlman, Bluelvy Communications

This workshop will focus on identifying your company's brand, developing appropriate and consistent messaging, and sharing it with the right audiences (including media!). Learn about: creating your brand and your story, developing and writing message points, writing a press release and pitch letter, identifying the right media contacts, how to contact them, and getting in the newspaper or on TV!

[Register Here](#)

GETTING GOOGLE: UNDERSTANDING SEO AND CREATING CONTENT

Thursday, May 16 • 10:30am – 12:30pm

Instructor: Vanessa Calás, Founder, Palm Beach Content Co.

Today Google will process about 3.5 billion searches – that's 40,000 searches per second. How visible is your business? In this course, you'll learn basic SEO, effective website SEO tactics, and how to create an optimized content strategy that will grow your online visibility.

[Register Here](#)

WIN MORE BUSINESS USING SOCIAL MEDIA:

Thursday, May 23 • 10:30am – 12:30pm

Instructor: MaryAnna Mancuso, CEO Mav3n Digital

Social media marketing success lies in a company's ability to connect with customers by providing value and rich content. In order for businesses to thrive, they must learn the art of social selling. This workshop will teach attendees how to create engaging social media content and increase their engagement on relevant social media platforms such as, Facebook, Instagram, and Twitter.

[Register Here](#)

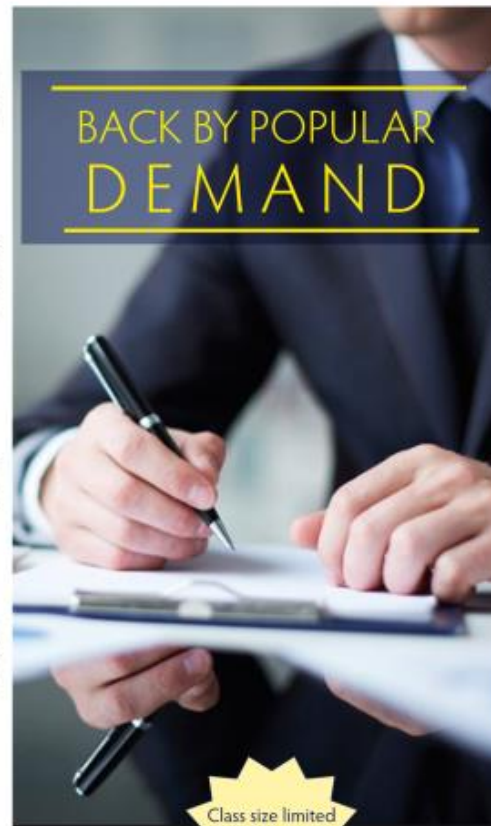
PREPARING YOUR COMMUNICATIONS AND MARKETING STRATEGY:

Thursday, May 30 • 10:30am – 12:30pm

Instructor: Irene Dec, Co-Chair, Palm Beach SCORE

Learn why a business plan and marketing strategy are critical to your business success. Are you just not sure what is the best way to market your business? Learn how developing a marketing plan will bring organization and focus to developing your key marketing strategies.

[Register Here](#)



Class size limited to 18 people

REGISTER HERE FOR ALL 5 SESSIONS

Register today by visiting PalmBeach.Score.org or calling 561-833-1672



The sessions will be held at:
The SCORE Learning Center • 561-833-1672
500 S Australian Avenue, Suite 115 • West Palm Beach • FL • 33401

COMPLETE ALL 5 WORKSHOPS AND RECEIVE A SIGNED CERTIFICATE FROM SCORE

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