

In partnership with:



## FREE TECHNOLOGY WEBINAR: "E-Marketing: Marketing Your Business Online"



Coachella Valley Women's Business Center

U.S. Small Business Administration



**This is a no-cost event.**  
**Register online at:**  
**[www.cvwbc.org](http://www.cvwbc.org)**  
**by May 22, 2012**  
**For more information, call CVWBC at 760.345.9200**

**Marketing will make or break a business—and knowing how to market online will place you far ahead of the rest of the crowd!**

**Join us to learn about:**

- **E-newsletters**
- **Social media**
- **Search engine optimization (SEO)**
- **Costs related to e-marketing**

**This presentation will provide a broad overview of options available to entrepreneurs when marketing their business online. Basic marketing strategy will be reviewed, the differences between marketing online and offline, various social media platforms, and search engine optimization. At the conclusion of this presentation, participants will have a solid understanding of how to market their business online.**

Date: Wednesday, May 23, 2012  
Time: 10:00 A.M. to 12:30 A.M.  
Location: Webinar—alternate viewing location available



The CVWBC is a cooperative program between IECE and the U.S. Small Business Administration. This U.S. Small Business Administration Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. \*\*Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. Contact Kim Scanlan, 760.345.9200, 77-806 Flora Road, Suite C, Palm Desert, 92211. Occasionally the cost of an event is underwritten by a third party sponsor. In those instances the CVWBC reserves the right to share registration information with those sponsors. This project was funded by the US Department of Commerce and the California Emerging Technology Fund.