

Coachella Valley Women's Business Center



The Digital Marketing Checklist

a two part series

Presented by:

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Learn the essentials of digital marketing to enhance your business' presence online. Come away from this two part series with a checklist of the basic digital marketing must-dos, as well as a greater understanding of how to rank higher on Google and get the most out of your money!

- **Introduction and overview of digital marketing**
- **What to know about social media, mobile integration, and content sharing**
- **Using analytics to measure your ROI**
- **Search engine Optimization, Search Engine Marketing, and what it all means to your business.**

Date: Thursday, February 23 and March 1

Time: 5:30 p.m. to 8:30 p.m.

Location: 77-806 Flora Road, Suite C
Palm Desert, CA 92211

Cost: \$15 with online registration

Register online at: www.cvwbc.org by February 27. For more information, call CVWBC at 760.345.9200.

