

Social Media Strategies for Local Businesses



Workshop Series - May/June 2018

Wednesday Evening Workshops: 6 - 7:30 pm

Lafayette Library and Learning Center

(see room venue in workshop description, below)

3491 Mt. Diablo Blvd, Lafayette



How to Generate Business Leads From Your Website

You work hard for your business to make sure it delivers for your customers. Your website is the center of all marketing efforts, and should communicate how you serve your customers. Unfortunately, most websites actually turn business away because of three fundamental mistakes most business owners make. During this workshop we'll show you how to make sure your potential customers find you, engage with you, and only do business with you and not your competitors. Registrants can submit their website to Thomas Petty (thomaspetty.com/contact-us) for possible selection for mini-review during class. **6-7:30pm, Library Homework Center.**



Speaker: Thomas Petty, Digital Marketing Trainer, thomaspetty.com



Presented by Yelp about Yelp:

How to Market Yourself On Yelp and Drive 5x More Customer Leads

We will go over ways that business owners can set up a strong page on Yelp and how to drive more customers to their page and ultimately their business. We'll cover best ways to generate reviews without "asking" for them, including tools built within the site and things they can do with their own websites, storefronts, biz cards etc. Best practices for handling reviews will also be discussed. **6-7:30pm, Lafayette Library Community Hall (corner 1st & Mt. Diablo).**



Speaker: Matt Donzella, Yelp Local Business Manager

Workshops are FREE but space is limited. Reservations recommended!
Register online: www.lafayettechamber.org/workshops
or via email at workshops@lafayettechamber.org
Questions? Contact Robin S. Fox at robin@robinsfox.com or 925.451.3069

This workshop series began in 2010 and continues thanks to the generous support of our sponsors!

