



Notice of an Important SBDC Live Event

Good morning SBDC Client/Partner/Stakeholder.

We are pleased to bring the next webinar in our series focused on
Marketing Your Business Through the COVID-19 Experience.

Mark your calendars for June 4, 2020 at NOON for this LIVE
“Ask the Experts” WEBINAR.

This is a 1-hour presentation with live Q&A session featuring our Marketing Experts,
Cyndi Miller and Erika Metzger
(Please note we are also taking your pre-emailed questions as they relate to
marketing your business in a COVID-19 market environment.)

Brought to you from the Small Business Development Center (SBDC)
at Kent State University Tuscarawas, details are as follows.

MARKETING YOUR BUSINESS THROUGH THE COVID-19 EXPERIENCE

Date: JUNE 4, 2020. Time: NOON

Webinar Series

ASK THE MARKETING EXPERTS

with Cyndi Miller and Erika Metzger

What Are the Topics?

Restarting Business in a COVID-19 World

Revisiting Your Brand – Time You Never Had Before COVID

- Brand Audit - Consistency Across Touch-points
- Content Refreshing
- Website updates
- Conversion Points
- Social Channels
- Tools to Help You Stay Organized
- Blogging
- E-newsletters
- More

DON'T Stop Marketing!

- Low hanging fruit: looking for low-cost opportunities
- Email marketing
- Free directory listings, local search
- Social Media
- Market Share growth

Reassuring Customers of Safety in the “New Normal”

- What the research says about doing business now
- Messaging
- New ways to conduct business

How to Access the Webinar?

ONLINE FROM YOUR COMPUTER, VIA ACCESS LINK

How Do I Get A Live Access Link?

EMAIL DEANNA SPENCER dmspence@kent.edu WITH YOUR DESIRE TO ATTEND & WE WILL SEND YOU A LINK

KEY TOPIC FOCUS LISTED ABOVE AND FOLLOWING PRESENTATION
A Q&A FROM THE AUDIENCE SESSION WILL BE HELD

How Long is the Session?

THIS IS A ONE HOUR-LONG SESSION

The Day Of – What Do I Need to Do

CLICK THE LINK ON THE DAY OF THE SESSION FOR ACCESS
EMAIL TO DEANNA, ANY QUESTIONS YOU HAVE ON OR BEFORE MAY 29

Is There A Fee?

NO – THIS IS A COURTESY OF YOUR LOCAL SBDC

Deadline to Request A Link?

THE DEADLINE FOR OBTAINING YOUR LINK TO THE WEBINAR IS JUNE 2, 2020.
We look forward to serving you with this important information!

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The Ohio Small Business Development Center (SBDC) Program is funded in part through a cooperative agreement with the U.S. Small Business Administration. The SBDC program is also funded in part by the Ohio Development Services Agency. All services are extended to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodation for persons with disabilities will be made if requested at least two weeks in advance. Contact SBDC at 614.466.2711 or at our website: www.sbdc.development.ohio.gov.

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