

**Facebook for Business: Creating your Page** – Instructed by Kristine Ketel of Yavapai College

When: **Wednesday, August 13<sup>th</sup>, 2pm-5pm**

Where: **Sedona Center for Arts & Technology, 4215 Arts Village Drive**

Cost: **\$20**

**Reservations are required.** Please contact Andrea at 928-340-2740 to reserve your seat.

**Engagement in Social Media is a vital part of marketing strategy for businesses of every scope!**

When you join us for this valuable workshop, you will be presented with strategies for the use of Facebook in your business. By the end of class you will have set up your own Facebook business page. You will learn how to manage your account, including an overview of how to create a post and how to change important settings. **Please note:** If you currently have a personal Facebook account, be sure to bring your log-in information with you!

**\*NEW\*E-mail Marketing that Makes Prospects Say YES!** – Presented by Mary Cravets,

*Business Coach*

When: **Thursday, August 14<sup>th</sup>, 12pm-1:30pm**

Location: **Business Assistance Center, 821 N Main Street**

Cost: **FREE**

**Reservations are required.** Please contact Andrea at 928-340-2740 to reserve your seat.

**Have you ever run into someone you met at a networking function, and they tell you how they just used your competitor's services? OUCH!**

Why would they do that? The answer is almost certainly because you didn't have a consistent follow up system in place. E-mail marketing is very inexpensive and very effective - when you understand how to use it effectively.

In this class you will learn:

- The 5 key elements to simplify content and streamline the process
- Connect e-mail with social media and blogs
- Get started on your own email marketing system

**Facebook for Business: Content and Posting** – Instructed by Kristine Ketel of Yavapai College

When: **Wednesday, August 20<sup>th</sup>, 2pm-5pm**

Location: **Sedona Center for Arts & Technology, 4215 Arts Village Drive**

Cost: **\$20**

**Reservations are required.** Please contact Andrea at 928-340-2740 to reserve your seat.

**You're on Facebook, now what?**

Join us for a three hour hands-on workshop focusing on how to post, content for posting, updates, events, and uploading photos. We will post live during this class. Be prepared with some ideas for posting on Facebook. Bring your laptop for use in this class, along with a thumb drive containing photos to upload to Facebook.

**Hot Marketing Tips from a Successful Local Entrepreneur** – Presented by Mary Cravets, Business Coach

When: **Thursday, August 21<sup>st</sup>, 12pm-1:30pm**

Location: **Business Assistance Center, 821 N Main Street**

Cost: **FREE**

**Reservations are required.** Please contact Andrea at 928-340-2740 to reserve your seat.

**Get solutions to your biggest marketing problems with local business owner, Mary Cravets!**

In 2013, Mary revamped her own marketing plan, and as a result, tripled her business. As a Business Coach, she trains groups and coaches clients all over the country to create simple, enjoyable ways to market and grow their businesses.

Topics for discussion:

- Proven strategies you can implement right away to bring in more business
- The biggest marketing mistakes, and how to avoid them
- Simple solutions for the distractions that get in the way of effective marketing

This will be a small group class, with an open forum format where you will have your specific questions answered about all aspects of marketing.

**Facebook for Business: Marketing Ideas** – Instructed by Kristine Ketel of Yavapai College

When: **Wednesday, August 27<sup>th</sup>, 2pm-5pm**

Location: **Sedona Center for Arts & Technology, 4215 Arts Village Drive**

Cost: **\$20**

**Reservations are required.** Please contact Andrea at 928-340-2740 to reserve your seat.

**Are you struggling with what to post on Facebook? Is your business page static and boring?**

Join us for a small group workshop to uncover specific articles, events, and photo ideas for your business. This 6-8 person group will work together with the aid of a facilitator to build marketing ideas and public interest. This is a full participation, collaborative event geared for owners and marketers that have a live business Facebook page.

**FREE Workshops offered by Cottonwood Public Library:**

**Basic Computing** – Instructed by Krysta of Cottonwood Public Library

When: **Friday, August 1<sup>st</sup>**

Time: **10:30am-12pm**

Location: **Cottonwood Public Library, 100 S 6<sup>th</sup> Street**

Cost: **FREE**

Description: **Learn basic computer skills in this hands-on workshop.**

**Reservations are required.** Please contact the Library Reference Desk to register: 928-340-2785

**Microsoft Word** – *Instructed by Krysta of Cottonwood Public Library*

When: **Friday, August 15<sup>th</sup>**

Time: **10:30am-12pm**

Location: **Cottonwood Public Library, 100 S 6<sup>th</sup> Street**

Cost: **FREE**

Description: ***A hands-on introduction to using the Microsoft Word program.***

**Reservations are required.** Please contact the Library Reference Desk to register: 928-340-2785

Best Regards,

Andrea Harless

Business Services Representative

**Cottonwood Economic Development**

**Business Assistance Center**

821 North Main Street

Cottonwood, Arizona 86326

Phone (928) 340-2740

Fax (928) 634-5528

[www.facebook.com/vvbac](http://www.facebook.com/vvbac)