

# DIGITAL MARKETING



## THURSDAYS

JUNE 8 – JULY 13

5:30 PM - 8:30 PM



In partnership with  
**Empower**  
By GoDaddy

Are you ready to make your website for the ultimate customer experience? Do you want the tools, skills, and mentorship needed to build a successful digital presence at NO CHARGE?

Alabama SBDC at ASU has teamed up with GoDaddy to provide a premium digital marketing curriculum and expert support and services to small business owners in Alabama.

This 6-week technical assistance program equips entrepreneurs with training, tools, and a network of similar businesses to help them establish and improve an effective digital presence.

PRE-QUALIFICATION AND REGISTRATION REQUIRED, USE THE LINK TO SIGN UP

[https://bit.ly/SBDC23\\_Empower3](https://bit.ly/SBDC23_Empower3)



**2 Years of FREE Web Hosting!**

### SESSIONS & TOPIC

- EVALUATING YOUR BRAND
- DESIGNING A GREAT WEBSITE
- CREATING YOUR SITE CONTENT
- GETTING FOUND THROUGH SEO
- CREATING THEIR ECOMMERCE PRESENCE
- SOCIAL MEDIA PRESENCE
- WEBSITE BUILDING TECHNICAL ASSISTANCE

### LEAD STAKEHOLDERS



### COMMUNITY PARTNERS

