



## West Virginia Small Business Technology Education Initiative

### Small Business “Marketing” Webinar Series

March 20

#### **- Marketing 101**

*Presenter: George Manahan, The Manahan Group*

Learn about the fundamental of marketing as well as cost-effective tactics to help spread the word about your company's product or service.

March 27

#### **- Innovative Marketing Technologies**

*Presenter: Larry Malone, Malone Consulting Services*

Discover a wide variety of web-based technology tools your business can use to enhance its marketing image/capabilities or undertake marketing activities that used to be out –of-reach/budget for most small businesses.

April 3

#### **- Search Engine Marketing:**

**Learn how businesses can make money - and bring money in from out of state - in a measurable, cost-effective way.**

*Presenter: Justin Seibert, Direct Online Marketing*

Search engine marketing is a \$10 billion per year industry being used successfully by small businesses and large corporations alike all over the world. Learn how you may be able to use search engine advertising to your advantage. During this webinar, attendees also will be introduced to paid search (pay-per-click advertising).

April 10

#### **- Business Blogging**

*Presenter: Justin Seibert, Direct Online Marketing*

Learn about blogging and some of the “do and don'ts” of this new communications forum? Find out how businesses can use blogs to promote themselves, and how companies can receive valuable feedback from them. Also learn about what RSS feeds are.

April 17

#### **- Relationship Marketing:**

**Strategies, tactics and tools for building profitable relationships with your most valuable customers**

*Presenter: Jeff James, Microsoft*

Did you know that it can cost up to 10 times more to generate a sale from a new customer than it does from a current customer? Yet most companies spend far more time and energy on earning new customers vs. mining current relationships for new business. This presentation will help small businesses understand what developing a “relationship” with a customer really means from a customer's point of view and how to measure and profit from current and future customer relationships.

April 24

#### **- Customer Relationship Management (CRM) Tools:**

**Simple ways to manage and measure customer relationships**

*Presenter: Rich Hackenberg, Microsoft Enterprise Business Solutions Executive*

Most companies realize they should keep track of their customers, but “CRM” (Customer Relationship Management) software solutions have been tough to use effectively. Should smaller companies invest in CRM? What benefits does CRM bring, and what are its pitfalls? What are some tools and best practices for small businesses who want to manage and measure their customer relationships?