



FOR THE LIFE OF YOUR BUSINESS

# Palm Beach



## STRATEGIC MARKETING METHODS FOR THE SUCCESS OF YOUR BUSINESS

Click [HERE](#) to see the flyer in pdf format with clickable links. You can also visit our website at <https://palmbeach.score.org/workshop> for any workshop information.

### Certificate Program from SCORE Palm Beach

#### STRATEGIC MARKETING METHODS FOR THE SUCCESS OF YOUR BUSINESS

Register for all 5 and save!

**Early Bird discount until April 26 - \$89 • After discount \$99 • At the door \$109**

Each individual workshop is \$30, \$50 at the door. Upon completing all 5 workshops you will receive a signed certificate from SCORE

#### THE POWER OF THE INBOX:

Thursday, May 2 • 10:30am – 12:30pm  
Instructor: Evie Hernandez, XoomIM, LLC

[Register Here](#)

What is the first impression you give customers when they see you in their email inbox? And when they see you there, what do they do? The Email Marketing Queen™, the local area expert for Constant Contact, will share tips and tricks to help your business attract, capture and retain loyal clients with email marketing.

#### PUBLIC RELATIONS AND BRANDING:

Thursday, May 9 • 10:30am – 12:30pm  
Instructor: Melissa Perlman, Bluelvy Communications

[Register Here](#)

This workshop will focus on identifying your company's brand, developing appropriate and consistent messaging, and sharing it with the right audiences (including media!). Learn about: creating your brand and your story, developing and writing message points, writing a press release and pitch letter, identifying the right media contacts, how to contact them, and getting in the newspaper or on TV!

#### GETTING GOOGLE: UNDERSTANDING SEO AND CREATING CONTENT

Thursday, May 16 • 10:30am – 12:30pm  
Instructor: Vanessa Calás, Founder, Palm Beach Content Co.

[Register Here](#)

Today Google will process about 3.5 billion searches – that's 40,000 searches per second. How visible is your business? In this course, you'll learn basic SEO, effective website SEO tactics, and how to create an optimized content strategy that will grow your online visibility.

#### WIN MORE BUSINESS USING SOCIAL MEDIA:

Thursday, May 23 • 10:30am – 12:30pm  
Instructor: MaryAnna Mancuso, CEO Mav3n Digital

[Register Here](#)

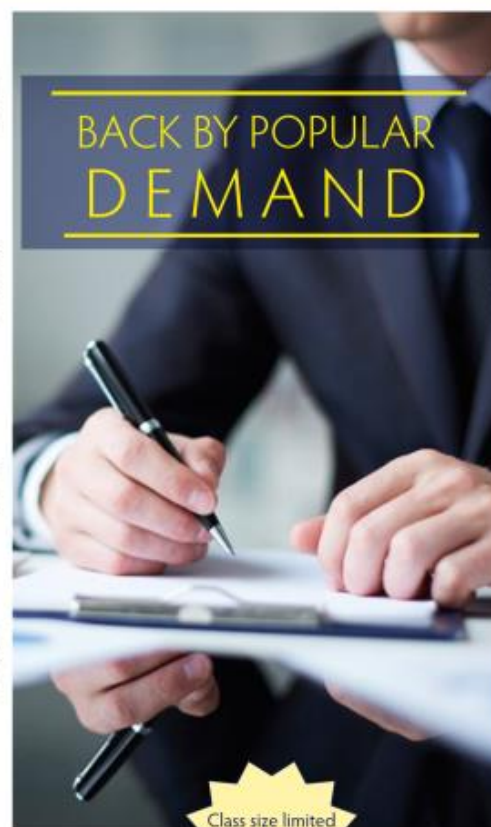
Social media marketing success lies in a company's ability to connect with customers by providing value and rich content. In order for businesses to thrive, they must learn the art of social selling. This workshop will teach attendees how to create engaging social media content and increase their engagement on relevant social media platforms such as, Facebook, Instagram, and Twitter.

#### PREPARING YOUR COMMUNICATIONS AND MARKETING STRATEGY:

Thursday, May 30 • 10:30am – 12:30pm  
Instructor Irene Dec, Co-Chair, Palm Beach SCORE

[Register Here](#)

Learn why a business plan and marketing strategy are critical to your business success. Are you just not sure what is the best way to market your business? Learn how developing a marketing plan will bring organization and focus to developing your key marketing strategies.



Class size limited to 18 people

[REGISTER HERE FOR ALL 5 SESSIONS](#)

Register today by visiting [PalmBeach.Score.org](http://PalmBeach.Score.org) or calling 561-833-1672



The sessions will be held at:  
The SCORE Learning Center • 561-833-1672  
500 S Australian Avenue, Suite 115 • West Palm Beach • FL • 33401

COMPLETE ALL 5 WORKSHOPS AND RECEIVE A SIGNED CERTIFICATE FROM SCORE

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