

BizLaunch

Digital Marketing:

The 5 Must Haves to Attract Customers & Build Your Online Presence

In this one-hour workshop, Justin Gooderham, digital marketing expert and owner of Dalton Digital in Arlington, will walk you through the essentials of online marketing for small businesses. He'll include best practices, examples and insights for having a professional, user-friendly website, how to get your business showing higher in Google, and how to use the internet to drive more customers to your business.

This workshop promises to be fun, interactive and insightful and will include small prizes for participation.

Wednesday, May 9, 2018
11:00 am – 1:00 p.m.

Arlington Economic Development
1100 N. Glebe Road, 15th Floor
Arlington, VA 22201

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Agenda



Justin Gooderham
Owner
Digital Dalton

- 11:00 a.m. – 11:20 a.m.** Registration & Networking
- 11:20 a.m. – 11:25 a.m.** Welcome and Introductions
Tara Palacios, Director of BizLaunch
Arlington Economic Development

Justin Gooderham, Owner
Digital Dalton
- 11:25 p.m. – 12:40 p.m.** **Presentation:** *The 5 Must Haves to Attract Customers & Build Your Online Presence*
 - I. Websites: What makes a 'good' website and why it's important
 - II. Getting found on Google (intro to search engine optimization)
 - III. Social Media Marketing (building your brand & engaging with customers)
 - IV. Wrap-up & Summary
- 12:40 p.m. – 1:00 p.m.** Questions and Answers

Fee Free, Registration Required

Registration www.arlingtoneconomicdevelopment.com/bizlaunch

Questions please call (703) 228-0808 by **May 8, 2018** or to register online visit: www.arlingtoneconomicdevelopment.com/bizlaunch