

# Please join us for our upcoming Marketing Series

## Presenter Tim Vertz, Vertz Marketing

April 18 & 25th and May 9th & 16th

Concordia University—12800 N Lake Shore Drive, Mequon WI

Classes will run from 11:30—1:00 pm—box lunch included

Cost: \$35 for Chamber Members—\$50 Non Members

Per Class: \$10 Chamber Members—\$15 Non Members



### April 18th

**Facebook for Business**— Teaches you the right strategies to engage the perfect audience so you can turn your Facebook Investment into the right leads and sales. We'll cover great strategies so your content shows up in front of the ideal people, how to put together great content and how to reach your perfect audience with sponsored advertising.

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Register  
Non-Member

### April 25th

**Search Engine Optimization & Content Marketing Strategy**— When someone does a search online, 95% of the time, they don't click on any of the ads at the top of the search results—they click on the organically listed results below. A solid Search Engine Optimization (SEO) strategy is one of the most cost effective ways to attract new customers and can pay for itself multiple times over if executed correctly.

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### May 9th

**Social Media - Text Message Marketing**—There are a lot of great social media and online marketing options out there but do you really need to be on it all—and how will you ever make time for this and do a great job? The secret is that you don't need to be on everything. We'll cover when to and when not to use Instagram, Twitter, Pinterest, Snapchat and others. You'll learn about Instagram as this is the fastest social media platform out there and it's changing fast, We'll even have a bonus strategy session about text message marketing and how this can be a great tool to increase your sales.

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### May 16th

**Conversion Marketing Strategies**— You can use all of the greatest tools out there and attract traffic to your site but it will be meaningless if you can't convert these visitors into real sales for your company. The Vertz Conversion Methodology™ model utilizes a combination of retargeting/remarketing techniques along with highly tested traditional methods. Once you deploy this system, your competitors will have no idea how you've achieved this level of advantage over them.

Register  
Member

Register  
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Register for Series  
Member

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