



Digital Marketing Workshops - Fall 2010

Putting your business on the digital map

driving customers to your business through mapping

October 18th - Manchester, NH (a,e)

October 25th - Keene, NH (m,a)

November 1st - Dover, NH (m,a)

November 4th - Conway, NH (m,a)

November 15th - Plymouth, NH (m,a)

several options each day

(m)9am-noon, (a)1pm-4pm

(e)6:30pm-9:30pm

Topics covered:

Mapping-Based Advertising

Digital Marketing

Make sure people find your business, town or organization when searching maps online, and when using their GPS units and smartphone in the car!

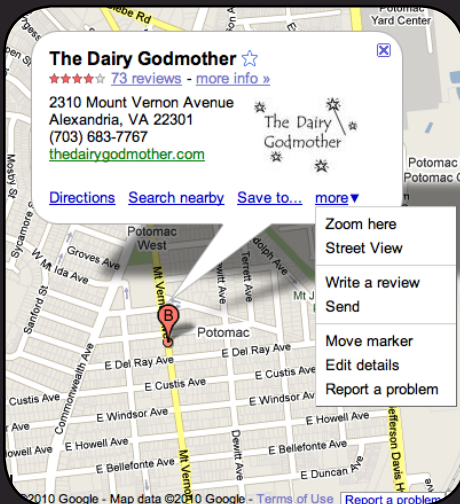
This 3-hour course will explain the importance of getting your business listed accurately in a variety of online databases, and will teach you to update and manage your listing on the most important sites. Make sure your digital storefront is visible to potential customers everywhere digital maps are used!

What you will get from the training:

- ==> an understanding of the new types of marketing opportunities offered by GPS and smartphones
- ==> your accurate and descriptive business information in numerous databases and maps used by online, GPS and smartphone mapping applications
- ==> the skills to maintain and update your listing in the most important mapping databases

Help people find you

- => Be found on maps on the web, in GPS units and on smartphones
- => Prevent customers from getting lost by ensuring your location is correct
- => Make sure that location searches (i.e. pizza in Laconia, NH) find you
- => Provide an easy way for travelers and tourists to find you on the go



Stand out from others

- => Have a digital signpost in not just one mapping database, but in many
- => Provide descriptive info, pictures, etc. on your listings to draw in customers
- => Provide discounts using smartphone- and GPS-based coupons
- => Help customers to spread the word in the digital world about your business

SPACE IS LIMITED - PRE-REGISTRATION IS REQUIRED

Registration & course info: <http://tinyurl.com/MapAdvertising>

Pricing: Standard price: \$50, Reduced price: \$25

To apply for a reduced price scholarship, please send your request to Sharon Hughes (sharon.hughes@unh.edu or 603-862-1029)

Other questions: Shane Bradt at sbradt@ceunh.unh.edu

Note: If you have special needs requiring accommodation, please contact us 1 week before the program. UNHCE is an equal opportunity educator and employer. University of New Hampshire, U.S. Dept. of Agriculture, & NH counties collaborating.

