Digital Marketing Workshop in Concord, NH

Putting your business on the digital map: roadside marketing in the digital age

June 20th, 2011

Two options:
1pm-4pm
6pm-9pm

Topics covered:
Mapping-Based Advertising
Digital Marketing

$40 Standard Price
$25 Reduced Price

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

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.

Registration & course info: http://tinyurl.com/MapAdvertising
Pricing: Standard price: $40, 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)

Location: NH Fish & Game Department, Concord, NH
Other questions: Shane Bradt at sbradt@ceunh.unh.edu

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