

# Marketing & Selling Online



TRAINING RESOURCE CENTER

## Registration/Questions

⇒ [www.cos.edu/trainingcenter](http://www.cos.edu/trainingcenter)

⇒ [trainingcenter@cos.edu](mailto:trainingcenter@cos.edu)

⇒ 559.688.3130

Training ONLINE via Zoom

\$260 per person or \$50 ETP price



## 3 Part Interactive Training Series with Marketing Experts!

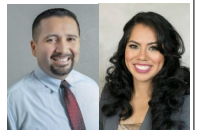
### 1. Marketing and Selling with Google

Explore “Google My Business”, using Google search and Maps to promote your business. Learn how to reach customers online using Google, Search Engine Optimization and Google Ads. Discover how to use analytics data to drive, grow your business and learn about your customer’s trends.

**When:** Tuesday, May 12

9:00 am—12:00 pm

**Expert Trainer:** Noemi/  
Luis Chavez,  
Chavez WebDesign



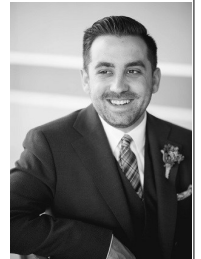
### 2. Social Media Marketing and Selling

This segment is designed to provide a foundation for the use of social media as a marketing/sales tool in a business environment. By the end of the segment, you will know how to complete your social media profiles and you will develop an outline and strategy to learn how to best use social media tools to promote your product or services.

**When:** Wednesday, May 13

9:00 am—12:00 pm

**Expert Trainer:** Mason  
Stewart,  
BlueWolf Agency



### 3. Website Development and Online Branding

Learn how to develop a website that will help you promote your brand and products best. Discover how to brand your company and develop your key message. What does “branding” mean and how does it relate to sales? Explore all things related to websites and branding!

**When:** Thursday, May 14

9:00 am—12:00 pm

**Expert Trainer:** Jon  
Wollenhaupt, Go!Launch  
Marketing

