



Anne Perez is passionate about helping people like you get the paying clients you need. Anne has 15 years experience of developing and running her own businesses, each one depending heavily on marketing to become successful. Over the last few years Anne has used her marketing skills to become a marketing consultant, helping other entrepreneurs and small businesses to grow.

## Get Your Offline Business Online

**Anne Perez**

**Are you struggling to understand the latest trends and "make sense" of all the technology out there?**

**Three sessions over 3 weeks costing £160**

This series of presentations is designed to help you understand and utilize this new technology both effectively and profitably in your business. **Don't get left behind. It's easier than you may think!**

### **Session 1 - Wednesday 30<sup>th</sup> May 2012 6:30 - 8:45pm**

**Key elements of a profitable website and why yours isn't working for you**

*Do you have a Website?*

Would you like to learn how to get more traffic, more customers and more business from your website? **Anne Perez** will help you identify simple and cost-effective ways that will help your website generate endless leads for your business and stand out from the competition.

### **Session 2 - Wednesday 6<sup>th</sup> June 6:30 - 8:45pm**

**What's all this about video marketing and how would it work for my business?**

Did you know there are more than 2 billion video views on You tube every day? More and more people are looking at videos online. Are they looking at yours? Video is THE must have tool for businesses who have a website. This quick start guide will give you everything you need to start putting your videos online from the equipment you need (without spending a fortune) to how to get your videos online and get attention to them.

### **Session 3 - Wednesday 13<sup>th</sup> June 6:30 - 8:45pm**

**I know I should be on social media but how do I set it all up?**

**Fact:** Social Media has been hailed the new 'Goldmine' of the internet. Yet for most people, social media is nothing more than a confusing, frustrating time drain... Discover how to set up the key social media sites for your business and the secret to getting social media to work for you.

#### **To book your place:**

Please contact Deborah Seymour:

Phone 01458 844457 email [dseymour@strode-college.ac.uk](mailto:dseymour@strode-college.ac.uk)

OR

Complete your name and contact details below and hand into Strode College reception:

.....

.....

.....