

IWCC Small Business Development Center

LUNCH & LEARN series

Eat, Meet & Learn

**JOIN US FOR THIS LUNCH SERIES COVERING
TOPICS RANGING FROM SOCIAL MEDIA TO
BUSINESS FINANCES.**

11:30 to 1:00pm. Iowa Western Community College
Loft Hall

**FREE
(INCLUDING LUNCH!)
LIMITED TO 30 PEOPLE
REGISTER TODAY!
712-325-3376**

LOCAL SEARCH OPTIMIZATION

Wednesday, August 20th. 90% of people research online BEFORE shopping locally! Learn the main steps to take to make sure your local customers are finding you on search engines.

COOL TOOLS FOR YOUR SMALL BUSINESS

Wednesday September 3. The internet and the rise of internet startup companies has created hundreds of different tools that can help businesses increase productivity, save money, streamline operations and manage day to day business. Learn about a few of these and how to put them to work in your business.

WHAT IS MY BUSINESS WORTH?

Wednesday, September 24. This session will cover best practices for small businesses to help them determine how much their business is worth and how to increase value going forward.

USING TWITTER FOR SALES AND MARKETING

Wednesday, October 8, 2014. Businesses are discovering that Twitter is a very effective tool for generating sales leads. We will discuss creating a Twitter strategy to proactively promote your brand, generate leads, promote company events and engage with your customers and prospects in real time.

USING ONLINE TOOLS FOR MARKET RESEARCH

Wednesday, October 29. Small Business website and online profiles generate traffic, hits, clicks, shares, likes and who knows what else. Learn how to capture these statistics and use them to better your website and overall marketing approach. We will look at Google Analytics, Facebook Insights and other tools.

SOCIAL MEDIA BEST PRACTICES

Wednesday, November 12. Is your business just getting into social media or do you need to step back and reevaluate your social media strategy? This class will address the basics of creating a social media strategy and will talk about best practices for the most popular social media platforms.