

Bethlehem Business Seminars

Digital Marketing

Free seminars designed for Bethlehem's Business Community. Join us and become more informed about the various digital marketing opportunities available to your business. This series invites experts to share their experiences and insights on current digital marketing trends. Small business owners walk away with a deeper understanding of how to maximize the visibility of their online presence and capitalize on the digital solutions available to them. Learn more about the shift in trends from traditional to digital media, how to effectively showcase a business via a website, how to rank your website high on search engines, and the importance of having a social media presence.

The seminars are free, but space is limited, registering in advance is recommended. Please click on the event to register or call 610-419-9623. Registrants must have Bethlehem Business Privilege License.

Website Development 101 – The Basics

Wednesday, March 7, 2018 - 9:00 a.m.

NCC Fowler Center Room 633

Building a good, mobile friendly and functional website is no longer just for experts. There are several content management systems (CMS) like WordPress, Wix, Weebly and Squarespace that make creating a website accessible to everyone. Learn more about the platforms, how to make updates and start generating a list of what you will need to develop (or update) your site.

Website Development 201 – Build a Site in an Hour

Wednesday, April 4, 2018 - 9:00 a.m.

NCC Fowler Center Room 631

During the one hour presentation we will guide you through developing and updating a website for your business using Squarespace. During this presentation, participants will have the opportunity to follow the instructor while developing a basic informational website. Access to computer terminals will be available for those who wish to apply their newly learned skills.

Search Engine Optimization (SEO)

Wednesday, May 2, 2018 - 9:00 a.m.

NCC Fowler Center Room 631

Learn about the SEO industry as well as current digital marketing trends. Small business owners walk away with a deeper understanding of how to leverage onsite optimization and marketing techniques available to them to grow their business including how to analyze Google analytics. Access to computer terminals will be available for those who wish to apply their newly learned skills.

Search Engine Marketing (SEM)

Wednesday, June 6, 2018 - 9:00 a.m.

NCC Fowler Center Room 631

Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. This seminar will provide an overview of SEM and how your business can take advantage of the opportunities. Access to computer terminals will be available for those who wish to apply their newly learned skills following this seminar.

Social Media – Facebook, Twitter, Snapchat, YouTube and More

Wednesday, July 11, 2018 - 9:00 a.m.

NCC Fowler Center Room 631

With such a large percentage of the public using social media, businesses can't afford not to interact with customers via channels like Facebook, Twitter and other social platforms. Learn more about the social media channels available to your business and take some time to familiarize yourself with each network and how it works.

Testimonials – How Important Are They?

Wednesday, August 8, 2018 - 9:00 a.m.

NCC Fowler Center Room 631

If you've ever bought anything online, you've encountered a typical online review. It's no secret that online reviews can be significant, but just how important are they to a marketing campaign? Can they really make or break a sale? Can the quantity or quality of the reviews you receive have that big of an impact on your company's bottom line?

Click on the event to register or call 610-419-9623 for more information.

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