



NYS SMALL BUSINESS DEVELOPMENT CENTER

UNIVERSITY AT ALBANY
State University of New York

Internet Marketing Strategies



Utilizing the Internet to Market and Promote Your Business

Join us on Tuesday, July 20th when Rick Noel of eBizROI, Inc. presents an interactive seminar designed to educate business owners how to utilize the internet to market their business. During the course of the seminar the following components will be addressed:

- ~Why internet marketing is relevant to your business
- ~Components of Internet Marketing
- ~Anatomy and Relevancy of Websites
- ~How to Generate Targeted Web Traffic
- ~Web Analytics—What they are & how to use them
- ~Brief overview of Facebook, Twitter, You Tube and Linked In

For more information or to RSVP contact Kate Baker at (518) 485-7658 or kbaker@uamail.albany.edu

When

Tuesday, July 20th

8:15 a.m.
Registration

8:30 a.m. to 10:00 a.m.
Program

Where

*Albany Colonie Chamber of
Commerce/SBA Field Office*
1 Computer Drive South
Colonie, NY

RSVP:

Kate Baker
(518) 485-7658
kbaker@uamail.albany.edu
Advance Registration
Strongly Recommended

Cost:

Free

Upcoming Seminars

August 17th—Marketing 101
September 21st—Commercial Leasing