



Positively Actionable BUSINESS EDUCATION

2nd & 4th Weds
9:30 - 11am



The Magic T-Shirt

& Other Marketing Secrets from a Gearhead

Wed, Oct 25, 9:30 - 11

Speaker:
Greg Jameson of WebStores Ltd.




emcee Paul Soucek
coordinator Linda Frelstedt
media Ben Brown
social media Laura Pence Attencio
founder Dru Shockley

info:BoostBizEd.com

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DaVinci Institute, 9191 Sheridan Blvd., 3rd Floor, Westminster, CO

The Magic T-Shirt & Other Marketing Secrets from a Gearhead

Once someone has visited your site, what makes them return? Imagine if Facebook showed you the exact same information every time you went to their site - would you keep coming back? Probably not. The reason why people visit Facebook is because every time they go there, new content is displayed to them. What makes you think your site is any different? (it isn't!).

If you are not showing new information every time a visitor comes to your site, they probably won't come back. But, you can entice people to return to your site with advertising. Re-targeting ads can help get customers to return to your website. And, you can make informed decisions about your marketing rather than guessing what is working.

In this informative 1 hour presentation, Greg Jameson, author of "Amazon's Dirty Little Secrets", will show you how to drive people to your site with digital ads, keep them engaged once they come to your site, and get people to return to your site with ads that "re-target" previous visitors.



Boost Biz Ed Westminster meets on 2nd & 4th Wednesdays, 9:30 - 11am

At Boost Biz Ed actionable business educators share practical insights with an action-ready audience of business owners and professionals. Actionable education is information and insight that is immediately applicable for business improvement.

Our workshops are also captured via **Facebook Live** and shared via **YouTube**.