

**SPECIAL INTRODUCTORY RATE: \$60 PER CLASS**

**Sign up for entire series (5 classes) and get 1 FREE**



## Maximize your online marketing efforts.

The *Patsy T. Mink Center For Business & Leadership* presents a series of e-Marketing classes to help entrepreneurs and organizational leaders succeed by leveraging online marketing tools. Each class costs \$60 and consists of two evenings. Each evening will be a dynamic mix of presentation, hands-on learning, group collaboration and coaching tailored to support your learning and business needs. Bring your laptop or use our PCs. **Sign up for all 5 classes and save \$60.**

Reserve your seat at: [www.mcbl-hawaii.org](http://www.mcbl-hawaii.org)

### Social Media Marketing

**Wed 5/15 & Wed 5/29**

Learn how to use this low cost marketing tool to increase awareness, garner publicity and generate traffic to your business. Topics include: how to tie business objectives to a social media strategy; popular social platforms such as Facebook, Twitter, LinkedIn and Pinterest; and more.

### Search Engine Optimization (SEO)

**Wed 6/26 & Wed 7/3**

Learn how to optimize your website to increase its ranking among search engines and how to implement an SEO campaign. Prerequisite: The Social Media Marketing class is highly recommended.

### Pay-Per-Click Marketing (PPC)

**Wed 7/10 & Wed 7/17**

Learn how to benefit from this cost-efficient way to generate website traffic, sales and conversions. Topics include: Google Adwords; how to build ads; conducting key word research; effective landing pages; and more.

### E-mail Marketing

**Wed 8/28 & Wed 9/4**

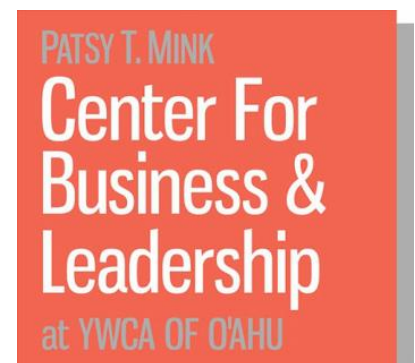
Learn the best practices of e-mail marketing to grow e-mail lists, increase delivery, open rates and customer interaction, and how to integrate other marketing efforts to build better customer relationships and increase revenue.

### Content Marketing

**Wed 9/25 & Wed 10/2**

Learn how to create relevant and compelling content that attracts customers generates leads and drives sales.

**Beau Mueller** is a Honolulu-based web strategist, online marketer and technology consultant with nearly 15 years of experience helping individuals and organizations get the most out of their efforts online. Beau is passionate about teaching and his experiences as a teacher include having recently spent two years in the Japan Exchange and Teaching (JET) Program, teaching web design and technology-related classes at a community learning center on Molokai and being an instructor at University of Hawaii's Outreach College.



Located at YWCA Laniakea  
1040 Richards St, Suite 304

Class Time: 5:30 PM – 8:00 PM  
Registration: 5:15 PM

Parking: \$3 flat rate after 5 PM  
at Ali'i Place, 1099 Alakea St.

**Seats are limited**  
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