



# Business Technology Bootcamp



**August 14, 2017**

**August 15, 2017**

**August 16, 2017**

9:00 a.m. – 10:30 a.m.

## Website Design I

Trying to decide if your business needs a website, where to start with developing a website, or need help updating your website? We will discuss how to choose your domain, lay out your website and begin building a site.

10:30 a.m. – 11:30 a.m.

## Social Media Marketing

Interested in incorporating social media platforms into your marketing strategy to boost your sales and spread awareness? Learn how to develop and implement a social media strategy.

1:30 p.m. – 3:00 p.m.

## Instagram Marketing

Learn to use the social photography/video app to link with other platforms and market your product through a simple photo and caption. Participants are encouraged to bring their own mobile device.

9:00 a.m. – 10:30 a.m.

## Facebook 101

Too many settings and options on your Facebook Page? We'll demonstrate different features to help you manage your Facebook Page better. You must have access to a Facebook Page and have minimum 40 likes on the page you are accessing.

10:30 a.m. – 11:30 a.m.

## Facebook Advertising

Afraid of Facebook advertising, join us to learn more about Facebook Ads. Learn about the features, pricing and how Facebook Ads can help your business communicate with existing and target new customers.

1:30 p.m. – 3:00 p.m.

## Location Based Services

Learn how mobile devices are changing how customers and visitors physically find storefronts and how to control and post correct information about your business by claiming or registering your business with location based services like Google, Yelp, Foursquare, and TripAdvisor.

9:00 a.m. – 10:00 a.m.

## Twitter 101

Learn how to use Twitter to promote your business 140 characters at a time! This class will go over tweets, retweets, hashtags and more to help you learn strategies to maximize your use of Twitter and its 300 million plus users.

10:00 a.m. – 12:00 p.m.

## Website Design II

MSU Extension personnel will help you begin building your own website. You **must** attend the Website Design I course on August 14.

1:30 p.m. – 3:00 p.m.

## Questions/Follow-Up

Got questions about what we talked about? Need to finish your website? Join us for this session.



**EXTENSION**



**REGISTER BY THURSDAY, AUGUST 10! SEATING IS LIMITED!**

To register, contact Brenda Wells at 601-403-1379 or [bwells@prcc.edu](mailto:bwells@prcc.edu).

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