



Jumpstart Your Online Marketing for 2011

Date: Wednesday, February 9, 2011

Time: 9:30am – 11:30am

Location: 1133 Westchester Avenue, White Plains, NY 10604

Workshop participants will gain valuable, actionable information on how to develop a soup-to-nuts online marketing strategy for business growth. They will learn the tricks of integrating social media into their overall marketing strategy, how to use email marketing to communicate effectively with customers and learn how to apply a common-sense approach to search engine optimization.

Workshop Speaker: Jann Mirchandani, Marketing Cafe

Jann Mirchandani is the principal and creative engine behind Marketing Cafe, formerly Mirchandani Consulting. Jann is an award-winning designer specializing in helping small and mid-sized businesses and nonprofits in Westchester and outlying counties to understand and leverage online marketing tactics and tools.

The workshop is free but pre-registration is required.

To register, email pzill@westchester.org or call 914 948-6098, x13.

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