

**FREE
CLASS!**

How to Use Facebook & Instagram Ads to Grow Your Business

Date:

Thursday, January 16th

Time: 9 : 0 0 - 11:00 A M

Place:

Holiday Inn Express

2810 Main St. Red Bluff

Easy
Registration
Form



In this 2-hour presentation, we will dig into what makes advertising profitable OR a money pit and how to best avoid the pitfalls that many businesses make. Training will include:

- The Do's and Don'ts about your Pricing Model, and how to use it for effective Ads
- The ONE THING that does not show up on Facebook or Instagram but is the secret to Profitable Ads
- The FOUR numbers you must track to make or break your profitability when advertising on Facebook and Instagram
- How to KNOW exactly how much money you are making from your Ads and avoid the guessing game.
- Understanding profit strategies for brick and mortar and service businesses
- Learning the types of business that SHOULD NOT be advertising online
- Sharing information on Ads and online copy that are leads and sales generators
- How to identify the correct target market for your Ads
- A step-by-step planner for orderly planning to ensure your online campaign has the biggest chance for success

Please log onto www.bcsbdc.org, complete one form per attendee and drop in the mail, or fax to: NEC Small Business Development Center at Butte College ~ 2480 Notre Dame Blvd. Chico CA 95928 (530) 895-9017 (Phone) ~ (530) 566-9851 (fax)



Presented by

