



# WHAT'S IN YOUR BUSINESS' TOOLBOX?



In today's environment, businesses need a strong digital presence. **Marketing expert Tiffany Roe** can help develop your skills and strengthen your business presence; curbside and digital. As a small business owner, Tiffany is passionate about digital marketing and its advantages to help small businesses make cost effective changes to improve their digital presence and profits. She attended McCook Community College, and graduated with a bachelor's degree in marketing from Grand Canyon University, and a masters of business administration from Ottawa University.

## FILL YOUR TOOLBOX WITH THESE CLASSES

Classes are self-paced and delivered to your inbox in a video format. Each video is one hour in length.

**CLASSES AVAILABLE  
NOVEMBER 2020 - MAY 2021**

SELECT THREE COURSES FOR

**\$45** | **\$119**  
PER COURSE

and receive a 45-minute consultation with **Tiffany Roe.**

## COURSES INCLUDE:

### CREATE A WEBSITE: RETAILERS – Shopify

Are you ready to take your online business idea from conception to actualization? Learn to create a basic website utilizing Shopify, a simple, yet, effective platform for ecommerce. An expert will guide you through the step-by-step process of setting up a website for your online business.

### CREATE A WEBSITE: SERVICES – Squarespace

Do you have a service-related business that wants to gain customers through a website. Learn to create a basic website utilizing Squarespace, an ideal website platform for services related to photography, education, fitness, non-profit, travel, and service-related industries. Get your name and service out there!

### EMAIL MARKETING

Learn how email marketing can increase your business revenue. Explore email software, best practices, and why email marketing is so relevant.

### GOOGLE PRODUCTS

Learn how to utilize Google tools to promote your business. Create a free Google my Business listing to help customers find your business online or store front. In addition, learn more about the G Suite tools and Google analytics. Learn the importance of being on Google Maps.

### SOCIAL MEDIA STRATEGIES FOR BUSINESS

Learn how to use social media, including Facebook, Instagram and Twitter, to reach current and potential customers to promote your products and services.

### BRAND IDENTITY

From small to large businesses, branding is crucial! Learn about brand identity and the elements that are important in creating credibility and trust with consumers, both offline and online.

