



# Digital Marketing for Small Businesses: Tools and Services Hiding in Plain Sight

with William R. Benz of Carnegie Agency

Small businesses are now facing an uphill battle as more prospects and clients are finding solutions by searching online. This presentation is to help make digital marketing a little less mysterious. Identified are digital resources to improve websites, email, social media and SEO for the do-it-yourselfer or digitally curious. Topics covered include:

- Why quality websites matter
- How Digital Marketing can help build sales
- Digital Measurement/Cost v. Revenue
- Using Social Media to keep in touch with customers
- Email newsletters to increase interactions with customers
- SEO (Search Engine Optimization) Basics
- Search benefits of sharing links
- Instruction and Certification

**Thursday, January 18 at 7:00pm**  
**at the North County Branch Library**  
65 Halstead Street, Clinton, NJ

**This program is FREE and open to the public.**

**Due to the popularity of our programs, we recommend reserving a seat.**

**Please call (908) 730-6135 or click on the Calendar of Events at [www.hclibrary.us](http://www.hclibrary.us)**

Reservations are necessary in the event the program is cancelled. Vacant seats will be released 5 minutes prior to the start of the program.

It is the policy of the Hunterdon County Library to provide reasonable accommodations for persons with disabilities with advance notification of need.

Please call (908) 788-1434. 12/17