



Holiday Livestream Workshops Details: Livestream Agenda

1. SBA Intro

2. Google (25 minutes):

'Tis the Season for Site Optimization

Join us as we discuss best practices for search engine optimization (SEO). In this segment, you will learn tips for auditing your website, providing relevant content to attract shoppers and optimizing your website for a better mobile experience.

3. Facebook (25 minutes):

Don't forget your mittens and mobile phone to grow your business this holiday season

Mobile is a growing opportunity that you want to be prepared for. Join Cara Lewin, from Facebook Blueprint, to learn how mobile can help your business increase sales this holiday season.

4. Constant Contact (25 minutes):

Email all the way to your best holiday season ever

Find out how to create a quick and easy email marketing plan to drive sales and call to action during the biggest spending season of the year.

5. Square (25 minutes):

Get Your Business Ready for the Holidays

The leaves are changing and the wool sweaters are coming out of their drawers, but there's more to fall than the warm and fuzzies. The big December holidays and the New Year will be here before you know it. Join Square for top tips on accepting payments every way your customers want to pay, maximizing your analytics for holiday season planning, and using gift cards, so you can get one step ahead of your competitors and rake in those holiday sales.

6. Live Q&A (20 minutes):

To ask a question live via Twitter, make sure to include the hashtag #MarketingWonderland so we can access your question. Don't have Twitter? It's free! Sign up at twitter.com.