



Content Marketing – What to Say and How to Say It Using words and images to craft your email messages

presented by Dave Meyer, BizzyWeb

Tuesday, June 20

8am-9am

North Branch Area Library (6355 379th St)

Heard of “location, location, location”? For online marketing, it’s “Content, Content, Content!”

What you say, and the way you say it (tone, date & time, frequency) is how you will attract, engage and be shareworthy to your audiences.

What are the keys to great content?

This seminar will teach you the time-saving tips, techniques, and yes, even apps that will help your content – and the way you share it – succeed! You’ll learn how to:

- Create
- Curate
- Extend

...the content that will help you achieve your goals. We’ll cover tidbits like how many links create the most engagement, how to turn questions into high-open subject lines, tips on using graphics, pictures and videos, re-purposing content across multiple platforms, and more. And, we’ll give you the structure and tools to make creating your content fast, easy and effective.

RSVP by June 17

[**RSVP**](#)



Dave Meyer, President of BizzyWeb will be your presenter for this event. Dave has over 20 years of experience in marketing and communications and has presented digital marketing topics to thousands of people across the US and Canada. Dave was named 2016 Entrepreneur of the Year by the Twin West Chamber of Commerce, and is a Master-Certified Authorized Local Expert for Constant Contact. Dave's passion for helping businesses with their marketing has led to BizzyWeb helping hundreds of clients Generate Buzz Without Getting Stung!

The North Branch Area Chamber is continuing the FREE technology training classes that were started last year by the Chisago County Blandin Committee. Our goal is to help area businesses learn or improve their marketing and communication skills through technology. Open to all Chisago County businesses. For questions, contact Kris Greene- Kris@NorthBranchChamber.com. No classes in July or August.
