

Fox Valley SCORE Workshops

. Email Marketing: Newsletters & Announcements

In association with Constant Contact

Most popular • Frequently updated • Drives biggest attendance

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships in all types of business and organizations. This session participants will discover how communicating with customers regularly can help a small business stay connected, generate increased referrals, repeat sales, and nurture customer loyalty. Attendees of this presentation will learn:

- The different types of newsletters
- What is permission-based email marketing and how to become a trusted sender
- List building best practices
- Increasing deliverability and open rates
- The use of images and videos
- Subject line best practices, and when to send your newsletter
- Integration with social media marketing
- Tracking results and what to do with this information

Getting Started with Email Marketing

In association with Constant Contact

Practical training • Tutorial for beginners & intermediate users • Best for smaller groups

Are you new to email marketing? Whether you want help creating your first email campaign or are looking for tips on what makes a great newsletter, this class provides the resources you need. We discuss the following key aspects of setting up a professional email marketing campaign, including live demonstration on a large screen:

- Adding logo, image, video and links to your email
- Changing colors & fonts
- Incorporating social media links and icons
- Mailing list management and "how-to-grow-the-list" tools
- Best practices for scheduling your email
- Open rate, click-through-rate and other useful statistics analysis.

Attendees leave the session armed with all the tools they need to send their first professional email marketing campaign.

Master Internet Marketing (Email, Social & Online Advertising)

Independent curriculum

Most popular • Most comprehensive • Best for small business owners

Internet marketing is more than creating a web site. You need to convert visitors to customers, move your company web site to the top of Google, Yahoo, and Bing search

engines, and put Facebook, LinkedIn & Twitter to work for your business. Learn how to create and execute an effective professional email marketing campaign. Figure out which social media platform is best for your business. Spend your advertising budget wisely. You can effectively market your products and services online without paying expensive experts. This workshop will teach current and future business owners, entrepreneurs & professionals how to stand out, and how to stay on top of the latest online marketing techniques. These tips will help you get your business noticed and close more sales.

Online Advertising versus Search Engine Optimization

Independent curriculum

Most engaging • “Eye opener” • Tons of practical tips and resources

How to be listed on the first page of Google, or other search engines, when people search for your type of business? What are sponsored search results? How important is search engine optimization (SEO) for your web site? If you decide to go with a pay-per-click campaign (PPC), should you set it up under a popular search engine (Google, Bing, Yahoo), or a social media site (Facebook, Twitter etc.)? What budget should you allocate to any one of those marketing techniques?

During this workshop we will compare online advertising versus SEO, and discuss best practices for both. At the end of the session you should have a good idea of which online marketing tool is best for your business. Ample time will be assigned to address specific questions.

Social Media 101: The Basics of Social Media

In association with Constant Contact

Most frequently updated • Focused on latest developments • Great for any business

You have probably heard of social media. You may even understand the value social media can bring to your business. Now wondering how to start? In this introductory session, we cover strategies and best practices to get the most out of your social media activities, including:

- What is social media marketing really and why it is important
- An overview of social media and how to evaluate the channels that are right for your business or organization
- How small businesses and organizations are using these low-cost tools to gain visibility, develop relationships and drive sales and response
- How to create good content for your social media marketing campaigns
- How to incorporate social media marketing into your business life without losing productivity.
- How to create an integrated marketing plan with social media, email marketing and other marketing efforts

This workshop primarily focuses on the following social media channels: Facebook, LinkedIn, Twitter, Google+ and Pinterest.

Advanced Email Marketing

Independent curriculum

NEW in 2015 • Designed for intermediate to advanced users • Free until end of 2015

Take your email marketing to the next level. Learn advanced techniques of how to get the most out of your email marketing campaigns. This training is done in small groups and is application independent. It does not matter what program you already use. The knowledge shared is universal. This training focuses on the following areas:

- Ways to increase open rate and other metrics
- Best practices to increase conversions
- Mailing list segmentation
- Targeted follow ups
- The science of subject lines
- Timing of your campaigns
- Increasing productivity through automation
- Testing as an advanced marketing tool
- How to stay out of trouble. Ways to minimized unsubscribes and spam complains

Join a group of other experienced users and learn the things that will help you grow your business. You will learn practical knowledge that you can put to work the very next day. The only prerequisite is some experience with email marketing. Best if you know how to setup email marketing campaigns, and have done it for at least 6 months. There is no need to bring a laptop computer to the session.

Social Media Marketing - Success Stories & Case Studies

The intention of this workshop is to analyze examples of how companies and brands have been able to successfully put the power of social media marketing to advance their business success. It's not an intro, or advanced class to social media. If you have used internet before and at least heard about Facebook, you qualify for the class, and you will get something out of it. The plan for this class is to analyze between 4 and 6 difference cases. Social media sites discussed include: Facebook, LinkedIn, Twitter & YouTube. The goal is also to attempt to help attendees in converting their own social media business activity into a potential success story. This is done in a workshop setting with comments and discussions from the audience, moderated by the speaker.

60 Ways to Grow Your Mailing List

In association with Constant Contact

New in 2015 • Easy and entertaining • Stretchable from 30 to 90 minutes

Join us for "60 Ways to Grow Your List" workshop - you'll leave with ideas and strategies

to capture new contacts, grow your list and take action to help move your business forward. Having an interested and qualified list of contacts, that you can stay on top of mind with, is vital to every business. Continuing to grow that list is just as important. In this workshop we will show you 60 easy ways to grow your contact list today! It doesn't matter if you are a restaurant, small manufacturing company or a home based business. These tools and techniques are universal in nature. We will inspire you to go out there and double the size of your list very quickly. And that inevitable should translate into growing your business. Is it just a numbers game? Of course not. It's first and foremost about the quality of contacts that you acquire. We will show you the way to combine quantity with quality.

Financial Statements101

Numbers are the language of business. They tell you what business resources are invested in, who is financing the business and how it is doing overall. This workshop introduces you to the three major financial statements: the Balance Sheet, Profit and Loss or Income Statement and Statement of Cash Flows and shows how the three statements are related. Attendees will learn how owners and managers determine the breakeven point and calculate financial metrics they can use to track and manage the business's health and progress. This is a must for any business owner or operator.

Business Taxes

Every business owner has tax reporting and payment responsibilities that start before the doors are opened to customers and continues past the sale of the business or end of operations. This course explains the most common types of taxes, how the form of business affects how income is distributed and reported, and what constitutes income and expenses (what and how much you can "write off"). It also covers recordkeeping requirements, when and how a business reports and pays its taxes, penalties for not doing it right or on time, and where you can get help when you need it. This workshop is a must for any entrepreneur who envisions starting a business and highly recommended for current business owners who want a refresher on taxes.

Managing Cash Flow

While increasing sales and profits are often cited as the biggest keys to business success, companies can usually make it through short-term periods of slow sales and red ink. More businesses fail because owners do not effectively manage cash than for any other reason. Having sufficient cash provides a margin of safety in lean times and enables the company to borrow less, invest more, increase profits and meet growth demands. We will review the three basic financial statements: the

balance sheet, profit and loss and cash flow statement to see where cash is tied up, determine how the business generates and uses cash and explore strategies to speed up the business's cash flow cycle. The workshop can be useful for entrepreneurs wanting to start a business as well as business owners who want to improve their cash management skills.

Intellectual Property

Intellectual property as a business asset has become increasingly important in the information age. This course reviews the types of intellectual property—patent, copyright, trademark, and trade secret—and the requirements of each. Each covers different forms of expression and offers different kinds of protection, which will be examined. The workshop can be useful for both new entrepreneurs and those considering beginning a business.

Forms of Business Organization

Is incorporating always the answer when undertaking a business enterprise? This workshop reviews the various forms of business organizations and their characteristics with an eye toward analyzing what types of businesses and how the goals of the founders may dictate which form of organization to undertake. The workshop is designed for those who are considering beginning a business or who are in the earliest stages of forming a business.

Employee vs. Independent Contractor

There is a lot of confusion and mythology regarding employees vs. independent contractors. There are significant risks and penalties to labeling an individual incorrectly. It is therefore incumbent on the employer and the worker to understand the distinctions between and limitations on each category. This workshop is for new and middle-stage entrepreneurs.

Restrictions on Employees: Covenants Not To Compete, Non-disclosure Agreements, and No-raid Clauses

Employers do not want to lose valuable employees and especially do not want those departing employees to damage the employer by using knowledge and expertise that directly competes with the employer's business. As a result, employers seek by contract to restrict employees from competing with the primary business of the employer, from taking proprietary information and expertise, and from hiring away co-workers. All these agreements affect the entrepreneur who is leaving an employer in order to start his or her own business. It also affects entrepreneurs with employees who want to reduce the chance that an employee will leave and damage the business by revealing secret information or by competing

directly with the former employer. This workshop examines what employers can and cannot do with respect to restrictions on future employment of employees.

Contracts 101

This workshop presents an introduction to contracts. What are the necessary elements of a contract? Why does it matter? What is the significance of having a binding contract? It is not intended to examine any particular type of contract, but rather to give a broad overview of basic contract law. This workshop would be useful for the budding entrepreneur or anyone in the early stages of a new business.

Acting on behalf of another: Principals and agents

Anyone who has someone else acting on his or her behalf, either in the regular course of business or in a specialized situation, needs to understand the risks and liabilities of having an agent. Agents can include professional agents such as a real estate agent, employees who deal with third parties, or temporary or one-time agents such as a delivery service. Agents' wrongful or unauthorized actions when dealing with third parties can be imposed on the principal and can prove costly. Modern commerce can hardly carry on without the engagement of agents by principals. This workshop is designed to examine the principal/agent relationship and how it can be structured to reduce risk and enhance benefit.

Make the Contract Work For You

Every business signs contracts. More often than not they are completed and no one looks them after they are signed. Sometimes, however, there are problems with things like quality, performance and completion. The problems may be solved because the parties get along with each other. Other times lawyers may be involved, and you go to arbitration, or mediation or court. When that happens how well the contract was followed can be critical to the outcome. This workshop shows how the proactive management of your contracts and subcontracts helps to avoid disputes and work in your favor when and if there is a dispute.

Forms of Business Organization—Legal and Financial Considerations

Is incorporating always the answer when undertaking a business enterprise? This workshop reviews the various forms of business organizations and their characteristics with an eye toward analyzing what types of businesses and how the goals of the founders may dictate which form of organization to undertake. It further analyzes the financial and tax considerations of each. One presenter has a legal background, and the other has an accounting and tax background. The goal is to present a multi-perspective view of choosing the form of business organization.

The workshop is designed for those who are considering beginning a business or who are in the earliest stages of forming a business.

Intro to Exporting and New Technologies

Want to experience the benefits of exporting but not sure where to begin? This one and a half hour program will help you get started.

Learning objectives...

- Learn how to use the newest tools and technology such as Ebay and Alibaba to find and test international markets before market entry.
- Determine your company's readiness to take advantage of new export markets.
- Discover how to overcome barriers and risks, and much more.

A few things to think about...

- In 2005-09, U.S. small and midsize manufacturers that exported grew by 37 percent, while non-exporting companies saw a seven percent decrease in growth.
- 97 percent of U.S. Small and Midsize businesses that sell on eBay also export via eBay.
- For the first time, small size can be synonymous with global scale. No longer do companies need scale to trade; they need trade to scale.

The speaker...

Zachary Person

International Trade Center Program Manager at the College of DuPage
Zach brings more than 10 years of international business experience to the table working with both manufacturers and service based companies. His background includes strategic planning, international regulatory affairs, operations, sales, product management, international distributor development, marketing strategy and implementation. Zach also speaks German, Scuba dives and rollerblades.

You've Been Hacked! Why Don't You Know About It

Have hackers already gotten into your computers? Would you know it if they have? Is an employee planning on stealing your data? What can you do to stop this? Are computer viruses really that big a deal? Learn how to keep hackers out of your data and make sure you they don't keep you out. We'll cover security for your network, systems, mobile devices, as well as the things viruses do and how to defend against them. Learn some surprising aspects of computer security and the one thing that ensures you have your data even when all else fails!

Speaker: Grant Hoover founded Symphony Systems over 25 years ago to provide objective consulting and exceptional technical services to small businesses and

independent professionals. Grant decided his company would not sell equipment so he could be free to point his clients to the right tool for the job. Grant professes a radical philosophy: Machines should work for people, not the other way around. He wants information technology to meet the needs of users and the business, not place demands on them. Grant's love for computers is a long-term affair. He started programming computers when he was 12 years old. He was a hacker before that was a bad word. After all these years, he still loves what he does.

Basics of E-Commerce

This workshop will provide a high-level overview regarding the technology options available to small businesses and entrepreneurs looking to sell their goods and services online.

Running your business in the Cloud

If you are thinking about starting a small business, or currently own one, learn how to leverage Cloud-based business systems to accelerate your time to market while maintaining costs. In this workshop we will discuss the critical systems every business needs like: email, accounting/bookkeeping, invoicing, customer database, sales tracking, timekeeping and others.

Speaker: Octavio Perales - leads the professional services group for Symmetry Resource Group. His track record of successfully leading the deployment of business-enabling technologies dates back to 1995. This includes ERP (financial, manufacturing, supply chain), business intelligence, CRM (Sales & Service), E-Commerce and custom developed business applications.