



FOR THE LIFE OF YOUR BUSINESS

Los Angeles

Upcoming Webinars To Grow Your Business



**Marketing Metrics:
What, Where and Why
to Measure for Success**

**Digital Marketing Metrics:
Measuring Success**
March 22nd | 10am-11:30am
ONLINE

Just like our accountants measure our financial success, we must also measure our marketing success. Are your efforts working? Are people visiting your site, checking out and engaging with your social media? Most importantly, are they converting?

If you don't measure, you won't know what is working and what you may need to adjust for success. This class will show you the digital analytics for your website, social media, e-mail metrics and how to track on a monthly basis.

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Win Customers with Your Website

March 23rd | 10am-11:30am
ONLINE

How do you set your website up to win over customers? Your website has to attract and engage visitors, educate them about your products and services, and convert them into customers.

Success begins with a plan!

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Marketing 101: The Essentials

March 24th | 10am-12pm
ONLINE

Marketing 101: The Essentials will give you a BASIC overview of marketing and marketing practices. This interactive workshop will help you focus on your business and your customer base, resulting in a more comprehensive understanding of your business and how to market it.

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Understanding Your Financial Statements

March 25th | 10am-11:30am
ONLINE

Understanding Your Financial Statements will provide you with a basic introduction to financial statements.

To start, finance, operate, grow, and exit a business requires at least a basic understanding of financial statements. Your financial statements



A Simple Guide to Running Your Business

March 28th | 11am-12pm
ONLINE

This interactive guide will take the stress and confusion out of all of the compliance rules, tax laws and mundane tasks of running a business. Giving a streamlined approach will allow business owners to focus on their talents and passion knowing they have an easy guide to keep their

are important reference points as you manage your business and present the business to external stakeholders (e.g., bankers, investors).

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business in good standing in order to expand, grow and thrive.

FREE EVENT

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**Launch Your
E-Commerce and Start Your
Online Business**
March 29th | 9:30am-10:30am
ONLINE

Whether your business has a couple of products, a comprehensive catalog of thousands of SKUs, or anywhere in-between: the answer to increasing your sales long-term is likely an effective eCommerce platform and thought-out customer acquisition campaign.

There are many companies that offer eCommerce solutions so where do you begin? Online attendees of this webinar will learn fundamental concepts about eCommerce and how to successfully launch and run your online store.

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**Why WordPress is the #1
Choice for Small Businesses**
April 5th | 10am-11am
ONLINE

WordPress now powers 41% of websites and it's one of the most popular, powerful and flexible website platforms for all levels of business. Its user-friendly content management system makes WordPress a top choice for Fortune 500 companies, nonprofits and thousands of small businesses. WordPress is an all-in-one solution with unlimited potential that has the ability to scale as you grow which makes it a great investment and resource for small businesses.

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**LinkedIn Marketing
Tactics for Yours Business**
April 6th | 10am-12pm
ONLINE

The purpose of this business-first platform is Growing and Maintaining Your Network. LinkedIn helps you grow and maintain your professional network and is a fantastic tool for reaching professionals. It's a helpful way to remain in touch with your professional colleagues or even friends. LinkedIn isn't just a networking site or job search site (although it's great for both). It is a database of professionals.

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**Hiring a Social Media Manager
Plus Social Media Basics**
April 7th | 3pm-5pm
ONLINE

Most small business owners know that they MUST utilize Social Media as part of their successful marketing plan. The challenge is you were never taught the right way to use your social media platforms to build your business. Many business owners decide to hire someone to run their program for them, but are not sure if they are getting the value from those dollars they invest. This class will help you decide if you need a Social Media manager and if you do, how would you find the right person.

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**Financial
Projections Made Easy**
April 8th | 10am-12pm
ONLINE

Financial Projections Made Easy explains the specific steps to complete the entire forecasting



**Get More Customers and Close
More Sales**
April 11th | 10:30am-12pm
ONLINE

If follow up is a hard heavy "to do" then the Follow Up Sales Strategies Presentation is for you. You'll learn

process, focusing on the user-friendly template created by SCORE LA to help determine the financial viability of your business. This workshop shows how to determine and manage the month-by-month cash flow and provides attendees examples of financial projections tailored to their own companies. Attendees are shown how to calculate the amount of cash they need to run their companies.

that follow up is merely a matter of having effective habits and good systems in place. If you struggle getting your follow up work done, it's not because you don't have time, you're not organized or you're not good at sales...it's because you haven't learned the right systems and skill set. Understanding this will help put you in the flow of ease of getting this all-important work done on a daily basis.

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**Ins and Outs of
Obtaining Small Business Loans**
April 14th | 2pm-3:30pm
ONLINE

During this 90-minute seminar, you will learn how to obtain small business financing, and gain further understanding on how to become a good candidate for a small business loan. This seminar will cover the Small Business Administration eligibility and the requirements for applying for an SBA loan. You will gain an understanding of the general underwriting and the basic qualifications that a bank reviews for loans.

FREE EVENT

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