



Hello Sandy,

The LA SBDC is proud to present: **Digital Marketing: On-Line Sales Series** hosted by Deborah Deras.

---

## **Social Media Solutions For More Sales**

**Webinar: Monday, July 25th at 2:00 pm**

**Interactive Lab: Friday, July 29th at 10:00 am**

The Social Media Goddess answers all your frequently asked questions to simplify your social media strategy to clearly target your ideal clients and post content that will get them to engage with you.

- Do I need to be on every single social media platform?
- How often do I need to be posting on these platforms?
- How do I maintain engagement on all my selected platforms?
- What do I post in order to reach my ideal target market instead of posting to everybody and hoping my audience will see it?
- How do I increase engagement on each platform?
- Can I use a scheduler to save time and energy?

- What are the current trends, algorithms, and best practices?
- Are hashtags still important, how many should I use, and does it vary by platform?
- How does inserting my website information hurt me from getting sales?
- How do I convert social media post into leads than sales?
- Do I need to do an eblast if so what do I post, how often, and how do I get people to sign up?
- How to manage your social media output: such as software, outsourcing, tips, tricks, and what tools are available?
- Q&A- Ask Your Questions in this interactive session

[Register Here To Attend Series](#)

## **Social Media Made Fast & Easy: Answers to Your Frequently Asked Questions**

**Webinar: Monday, August 1st at 2:00 pm**

**Interactive Lab: Friday, August 5th at 10:00 am**

Are you overwhelmed by scheduling, creating, and executing your content on social media? Are you confused by all the Social Media Platforms? As small business owners, we wear many hats and the myth is that we need to be on every platform. The fact is we only need to be posting ONLY on the platforms where our target market is spending their time.

The best way to get organized and efficient is to create a social media calendar. I have a saying: schedule it in your calendar, see it in your life and I will show you how to do it to save time, save energy, and make you money without costly ads. Every attendee will get a social media content calendar template with instructions on how to use it to save time planning and get your products/services sold.

During this interactive Webinar, you will discover:

- Who is your ideal target market not who you can serve who you would like to serve because they are your best customers/clients
- Which platforms are they spending their time on
- What are their top three pain/problems that your product or service solves
- What 2-3 Social Media Platforms are best for your business
- What will you post
- How do you organize posting
- How can you systemize posting

- How you can delegate posting

[Register Here To Attend Series](#)

## How to Livestream for Sales Success

**Webinar: Monday, August 8th at 2:00 pm**

**Interactive Lab: Friday, August 12th at 10:00 am**

If you do not have a big budget to waste on ad sales, a great strategy is to incorporate a regular schedule of live streaming into your marketing content calendar. Live streaming does three things that are key to gaining sales: it develops the like, trust, and respect factors. People will only buy from you, if they believe your product or service solves their pain or problem. Going live is the equivalent of having your own infomercial network. You are not telling people about your product, you are showing them how it solves their pain or problem. Becoming a need, not a want, which will lead to sales.

Deborah Deras was a keynote speaker at the Periscope Summit in San Francisco and New York and has been going live on Facebook, Youtube, and LinkedIn as a strategy for the past 8 years. During this informative webinar you will discover:

- Why live streaming is the game changer to get engagement on your social media
- The mindset shift to get over yourself and go live
- What is Facebook Live and will it help me with sales?
- Which platforms should you go LIVE on?
- How long should the LIVESTREAM be?
- What are the talking points for your Live?
- How to increase engagement during the live?
- What happens after the Live is over?
- How to re-purpose your livestream in other places by promoting the replay?
- How your livestream can lead to brand awareness, relationship building, and ultimately sales

[Register Here To Attend Series](#)

# Micro Video Marketing: Tik Tok, Instagram Reels & Youtube Short for Sales

**Webinar: Monday, August 15th at 2:00 pm**

**Interactive Lab: Friday, August 19th at 10:00 am**

We all have seen our children and generation Z & Y mesmerized by short-form videos on Tik Tok, Instagram, and even Youtube Shorts. The rise of micro videos going viral and captivating the younger generations and beyond is going to continue to rise as attention spans continue to decline.

In 2022, Tik Tok became the #3 platform for video views pushing Youtube to the 4th position. In order to convert posts into sales, the key is to gain trust. TikTok snowballed into the most popular app in 2019 and 2020. During 2019-2020, TikTok was downloaded 693 million times in 2019 and 850 million times in 2020. eMarketer predicts that Tik Tok will reach over 755 million per month.

Micro videos are the perfect way to bring your brand to life and capture your target audience and then cultivate the lead to become a loyal client or customer and ultimately a brand ambassador for your product or service. Join this informative webinar to discover:

- What is a micro video and why does it matter to my small business
- How to create 6-second videos that capture the attention of your target
- How you can get more bang for your buck by creating one piece of content and repurposing it across the micro platforms
- How to create a sales funnel on the platforms to lead to increased sales success
- How to inspire consumer-generated content to later be repurposed into micro-videos
- Bonus 30-day sample content calendar for short form micro videos
- Q&A to get your questions answered

**[Register Here To Attend Series](#)**

---



Instructor and business advisor, Deborah Deras, has a Bachelor's in Marketing and a Master's in Education, with over 16 years' experience as an entrepreneur. She works with clients to help them identify their target market and create a social media strategy, set up platforms, identify keywords using Google keyword planner.

PLEASE NOTE: This inbox is not monitored. If you need to contact us, please call 866-588-7232.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, and through a grant with the Governor's Office of Business and Economic Development.

