

Please join us for a Workshop Presented by SCORE Mentors of Elkhart County



Understanding Facebook For Business Growth

November 30, 2017 from 5:30 pm to 7:30 pm

The Nappanee Center

302 W. Market St., Nappanee IN

This is a beginner's Workshop for Small Business Owners, Sales Managers and Marketing Staff. Learn why Facebook is the perfect place for businesses to connect with real people and build connections through photos, videos, and ads. See how successful brands leverage the relationships built on Facebook to drive real business results.

Topics:

- Explain how Facebook's mission, culture and evolution can help you achieve your business objectives
- Summarize how the shift in people's behavior has influenced the Facebook marketing strategy
- Demonstrate what Facebook can do for you as a business marketing tool by reviewing key pillars of Facebook positioning and success stories

The Speaker is Rob Rohena, CEO of DIR Incorporated

Fees: \$30/member and \$40 for non-members.



Note: There will be a follow-up workshop, *Creating Your Facebook Business Page Correctly*

[Rob Rohena, CEO of DIR Incorporated](#)

LinkedIn: <https://www.linkedin.com/in/dirfounder/>

www.DIRINC.com

REGISTRATION LINK: <http://events.constantcontact.com/register/event?llr=6idaz5eab&oeidk=a07eesg6xoic290066b>