



October 11, 2022

## DIGITAL MARKETING RETAIL STRATEGIES WEEKLY SESSIONS | LAKE COUNTY EDC

- **Live webinar:** November 10<sup>th</sup> at 9:00 AM PT
- [Register Here](#)
- **6-Week Intensive Course:** begins the week of November 14<sup>th</sup>
- [Apply Here](#)

Week of **November 14<sup>th</sup>**

### **Week 1: CUSTOMER SEGMENTATION**

Participating businesses will be provided with a Customer Segmentation Form to help identify their target customers and create target personas. Discussions will surround defining target customers personas including demographics, geographic, psychographic, technographic, behavioral, needs-based, and/or values.

Week of **November 28<sup>th</sup>**

### **Week 2: CONTENT DEVELOPMENT**

A group webinar with interactive Q&A and thought-started conversations, businesses will be asked to share their experiences alongside suggestions from an expert content developer.

Week of **December 5<sup>th</sup>**

### **Week 3: SOCIAL MEDIA CONTENT**

Working from a social media content template and guideline worksheet, businesses will participate a mini webinar, be asked to prepare a week of content, and have it analyzed by a social media expert with recommendations, tips and tricks delivered to each business.

Week of **December 12<sup>th</sup>**

### **Week 4: LIVESTREAM SELLING**

A guest speaker will present the opportunities and advantages of livestream selling, a channel estimated to be worth \$35 billion in sales by 2024.

***Week 5 & 6 to be executed in January 2023.***

Week of **January 9<sup>th</sup>**

### **Week 5: SOCIAL MEDIA COMMERCE**

More than 40% of US internet users will click 'buy now' on social media platforms. In this session businesses will learn how to set up your business to sell online via social platforms.

Week of **January 16<sup>th</sup>**

### **Week 6: COLLABS, INFLUENCERS, POP-UPS/INS**

From brand collaborations and influencer marketing to the advantages of pop-ups and pop-ins, this session will feature a mini webinar describing new revenue generators for businesses and will include a pop-up/pop-in cheat sheet.



ZENERGY.

Zenergy Communications

1.866.440.4034

info@zenergycom.com