



Current Net101 Presentations

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About Our Presentations

All of the following presentations are outlined for a delivery time of approximately 2 hours. They can be adjusted up to 3 hours, including Q & A period, or down to as short as 30 minutes by only covering primary outline points.

Net101.com will offer your attendees presentation notes. We request an anticipated number of attendees so that we can provide presentation notes to everyone attending. We can also design and create flyers and other promotional materials for our presentation if needed.

Presentations

Mobile Marketing In the Smartphone Age

Differences between DeskTop and Mobile in customer behavior * The Pain Point: Why are people searching for your company online? * Your customers are mobile: the statistics * The mobile buying process * Mobile websites * Engaging via text and email on mobile devices * Building the text marketing list * Strategies in text marketing * QR codes.

Be Found With Google My Business Pages and Location-based Marketing

Doing well in local search * Why local is different * The "3 positions" you must be in * Understanding your "NAP" * Mastering your citations and reviews * Rewarding customers.

What Google Wants: Basic Search Engine Optimization for Small Business

Explanation of what Google looks for on a website * Why Google keeps changing its rules and what small business people can do for long-term placement * Thinking like a search engine * Thinking like your prospective customer * Simple things to fix on your website for better search engine placement.

10 Secrets Of Social Media Success For Small Business

How to build trust * Creating value for your prospective customers * Saving time to improve ROI * Where to focus your time and attention * Using social media to improve your customer service * Creating engagement and a compelling reason to join your company on social media.

Basics Of Online Marketing

Why are people searching online? * How to turn searchers into customers * Determining the resources you have in your business to tackle online marketing *



Converting Website Visitors Into Clients & Customers

What is conversion and why it is so important to successful online marketing * How to get more conversions (and therefore more money) * Crafting winning calls to action * Testing what works, changing what doesn't.

3 Easy Ways To Win With Google

The best way to tell Google about your business to improve your positioning in Google * How to create a profile off of your website that supports the authority of your business * Why reviews are sooooo important to your business and how to get more of the good ones

Easy & Effective Email Marketing

Learn why you want to offer incentives for joining your email list * How to turn your email marketing into a conversation * Tips for improving engagement and staying out of trouble.

Simple Social Media

How to strategize your business' social media * Where your ideal clients are on social media * Tools and tactics form more effective and less time-consuming social media marketing.

Profitable Online Advertising

The strategic differences between online advertising and regular advertising * Understanding the major players in the online advertising space * Determining what ad platform you should use based on your audience, goals and budget * Markers for measuring results.

Other Information

We can also provide custom presentations for different business markets. Please contact us for your specific presentation needs.

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