

Harness the Power of Digital Marketing for Your Business

Maximize Your Business Potential



Would you like to use digital marketing to maximize your business but don't know how? Attend the 2020 Digital Marketing Summit on at the [Bermuda Run Country Club](#) – **NEW DATE TBA!**

Hosted By The Davie Business Women's Association

Hosted by the [Davie Business Women's Association](#), the 2020 Marketing Summit is your opportunity to learn from the region's top marketing leaders and gain access to the latest marketing strategies. The digital arena is a growing facet of business branding and marketing. The presenters will facilitate sessions on branding, online marketing, and promotional tools, offering effective and cost-efficient results.

Join us to hear ways to master marketing in the digital age.

Continental breakfast and lunch included in the cost of the event.

The Digital Marketing Summit Schedule

8:30 a.m. — — — Welcome & Registration

9:00-9:45 a.m. ~ The Case for Rebranding — — — Kathy Wall

NO TIME TO SIT ON YOUR ASSETS: When was the last time you had an honest review? Ensure your company image is forever fresh and consistent across channels with a tactical, step-by-step process to rebranding. Learn the fundamentals of developing and growing consistent brand awareness when you use up-to-date graphics, engaging imagery, proper messaging, and a myriad of marketing tools.

10:00-10:45 a.m. ~ LINKEDIN — — — Mitch Miles

LEVERAGING LINKEDIN TO MAXIMIZE YOUR BRAND 1: The famous cliché; you don't get a second chance to make a first impression has never been truer than it is today. As the number of mobile phone users in the world is expected to pass the five billion mark this year, and every nine out of ten Americans use a smartphone, tablet or at least one other mobile device daily; search has become a reflex. We search whatever, whenever, wherever and even each other. In this session, you'll learn how to:

- Control the first impression others see, hear, and experience when they search for you or land on your LinkedIn profile.
- Build a memorable first impression that stands out by leveraging the world's leading professional network.

- Introduce specific LinkedIn tools and resources created to assist human resource leaders

11:00-11:45 a.m. ~ 3 Secrets to Brand Digitally — — — Yamile McBride

To make a bigger impact, business marketing needs to be bold when reaching potential customers through social media. By identifying and implementing these three secrets businesses can grow exponentially. Dare to be innovative and to find your truth so your brand is authentic to your company's vision, mission, and values.

12:00-12:45 p.m. — — — LUNCH

1:00-1:45 pm ~ SEO vs. PPC: Which is right for me? — — — Jeff SanGeorge

Many small businesses want to use digital marketing to get more customers to find them through web searches, but where do they start? and which tactics are a better fit for them? This presentation will give them a good understanding of both SEO and PPC and which is a better fit for their individual business.

2:00-2:45 p.m. ~ Grow with Google — — — Demming Bass

Learn how customers find your business online and how to promote your online presence using a free business listing, search engine optimization (SEO) techniques, and online advertising. Introduce some tools that can help, including Google Analytics and Google Trends.

3:00 p.m. — — — — Closing

Many Thanks to These Event Partners

Event partners include the [Davie County Chamber of Commerce](#) and the [Lewisville-Clemmons Chambers of Commerce](#), the [Forsyth Tech Community College Small Business Center](#) and the [Davidson County Community College Small Business Center](#).

Registration Information

Tickets are \$55 – a new date will be announced after the prohibition of large gatherings is lifted.

[Click here to register online.](#) Please note that Eventbrite fees apply.

If paying by check, please make check payable to: DBWA and mail to DBWA, c/o Treasurer, PO Box 1361, Mocksville, NC 27028. Registration fees must be received by the deadline date.

Bermuda Run Country Club is located at [324 Bermuda Run Drive Bermuda Run NC 27006](#)