



Economic Development Administration

UNIVERSITY CENTER

At the Division of Extension

Holiday Booster

December 6 - 31

A 90-minute free online course for small business seeking to maximize the holiday season.

Plus ... View Our Other Free Courses:

Facebook 101: Ads for Beginners

For retailers with a Facebook presence, but who have not used paid advertisements

Facebook 201: Beyond the Basics

For retailers who want to take their social media to the next level

Register: tinyurl.com/HolidayBooster

Or use this QR Code



Contact

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Funding for this program provided through a CARES Act grant to the EDA University Center at the Division of Extension

Facebook & Instagram Holiday Booster

A Free Online Course for Small Business

Make the Most of the Retail Holiday Season!

As the 2021 holiday season rushes by, your social media channels such as Facebook and Instagram will be more valuable than ever to your business and customers. The question is, are your channels optimized to help have a successful and productive holiday season?

In this short course, you will learn proven strategies, tips and tactics to plan, prepare and post social media posts that drive business to you. We will cover both organic posts and advertisements to help you make the most of this upcoming season.

Some topics we will cover will include:

- How to optimize your Facebook and Instagram pages for the holiday season
- What type of posts content consumers are looking for and how to plan and create those posts
- How to schedule posts
- If appropriate, how to use a Facebook Store for online sales
- How to create effective ads
- How to use Google My Business for brick-and-mortar stores.

Designed to be quick, easy, and packed full of information, this course will give you the skills needed to build an online presence that supports in-store and online sales.

Time Commitment

The course will take about three hours. Watching the online video will take about 1.5 hours. Implementing class materials will take about 1.5 hours.

We will have an optional, live discussion that will be approximately 1 hour on Wednesday, December 20 at 8:30 a.m. A Zoom link will be sent when you register. If you cannot attend the live discussion in real-time, then you can submit questions in advance and watch later.

BONUS

Participants can sign up for *Holiday Booster*, plus *Facebook 101: Ads for Beginners* and *Facebook 201: Beyond the Basics*. All three courses are free.

Cost

Each course is offered at no charge, although a limited number of seats are available, and you will need to register to attend.

Registration

Registration is free and you may register for the course here: tinyurl.com/HolidayBooster



Extension



Extension

Economic Development Administration

UNIVERSITY CENTER

At the University of Wisconsin-Madison



Serving the State of Wisconsin and its communities through research, education, and assistance related to community economic development



Don Stanley, M.S.

Don Stanley is an internationally recognized digital marketing and sales coach, speaker and university educator.

As the co-founder of Wisconsin-based 3RhinoMedia, he has personally guided a wide array of clients ranging from Fortune 500 companies, professional athletes, start-ups, non-profit organizations and solopreneurs. During his 20+ years in business and in higher education he has worked with hundreds of businesses and thousands of students.

Don is often asked to share his perspectives on digital media and he has been featured on some of the top business blogs in the world including the Content Marketing Institute and Mark Schaefer's BusinessesGrow.com. He also has been featured on Marketplace Radio, This American Life, ABC News, CBS News, NBC News and he is a regular guest on Wisconsin Public Radio.

In addition to his work at 3RhinoMedia, Don is an award-winning faculty member at the University of Wisconsin-Madison where he teaches courses on social media and digital marketing.

The Facebook for Small Business series is offered by
The EDA University Center at the Division of Extension through a CARES Act Grant

Find us at The Pyle Center

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