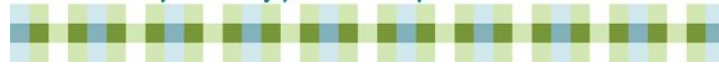


# Bedford Park – Clearing Industrial Association

“FREE”



*Bring a lunch if you wish and join the discussion.*



## January 16

### **Marketing & Attracting New Customers in the Digital Age**

Understand the fundamentals of marketing and how it has evolved throughout the years.

- Receive a high-level overview of current trends in marketing, as well as some of the pros and cons of digital marketing.
- Understand the importance of competing online and learn how to establish your company's online presence using a website.
- Understand the role that search engines play in attracting new customers and how to effectively compete in this growing market.
- Understand the fundamentals of the most prominent social media platforms, including their demographics and how to best leverage them for business.
- Obtain tips on how to perfect your company's "Digital Footprint".

The Lunch & Learn Seminars will be held at the Bedford Park Library  
7816 W. 65<sup>th</sup> Place (Lower Level Auditorium)

11:45 Registration • 12:00 Seminar Promptly Begins • 1:00 Seminar Ends

UPCOMING LUNCH & LEARNS – SAVE THE DATES:

February 20 – TBD

Company: \_\_\_\_\_

Name(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Email or fax your reservation to [donna@bpcia.org](mailto:donna@bpcia.org) or fax: 708-458-8885