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## Webinars and Workshops at a Glance

February 1, 2023

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**SCORE continues to offer no-cost mentoring, resources, and educational webinars to help you and your business succeed.**

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## Social Media Essentials for Small Businesses

This webinar will give an overview of what is needed to build your Brand online and the various social media platforms.

Topics that will be covered are:

- Building your Business profiles
- Building a following
- Presenting yourself as an expert in your field or product line thru informational posts
- Extending your reach thru groups of your target client

**Speaker: Suzanne Stingo**  
**SMS Social Media Strategies**

**Wed., February 8, 2023**  
**6:30 PM - 8:00 PM**

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## Part 1 - Effective Marketing Messaging: Clarify Your Marketing Message

**Stuck on writing your marketing message?  
Not attracting new customers?**

Telling your brand story in a way that is clear and attracts new customers can seem illusive. This workshop will cover how to identify the key benefits your customers want and how to craft a marketing message that works, so that you can take your business where you want it to be.

Stop wasting time and money on messages that don't work. Join us in this hands-on workshop where we will help you craft a message that makes sense. Walk away from this workshop with a clear message and talking points to use for all your marketing.

We'll work on a framework to:

- Identify what makes your customers want to buy your product
- Craft a clear message that attracts new customers
- Develop talking points for your website and social media

**Speaker: Sue Wilcox**

Marketing Expert,  
President, eDynamic Marketing, LLC  
**Thursday, February 15, 2023**  
**Noon to 1:00 PM**



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## SCORE NJ Circle of Mentors & Pitch Contest Announcement



On this call, we will have a few of our Certified SCORE Mentors as well as a presentation on our SCORE NJ Business Pitch Contest that will award two \$4,000 Grants this year! SCORE NJ is excited to offer a Business Pitch contest for Women-Owned Businesses and Women Start-Ups in NJ. The contest starts on March 1st, so join us to hear all the details and meet some of our experienced mentors!

**Thursday, February 23, 2023  
Noon to 1:00 PM**

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## **Part 2 - Effective Marketing Messaging: Marketing Message for Your Website - (Part 2 of Feb. 15 Presentation)**

### **Use clear communications to help increase your revenue**

85% of all website visits last less than 15 seconds. Does your website communicate your brand story and give your readers a reason to stay on your page and not “click away”? Clarifying your website message can make you money.

In this hands-on workshop, we will clarify your message, develop a clear call-to-action, and give customers a reason to buy from you.

We'll work on a framework to:

- Craft a clear message that keeps customers on your page
- Develop a clear call-to-action
- Identify 5 things every home page should include

### **Speaker: Sue Wilcox**

Marketing Expert,  
President, eDynamic Marketing, LLC

**Wednesday, March 1, 2023**  
**Noon to 1:00 PM**



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## How to Set Up a Non-Profit Business

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## How to Set Up a For-Profit Small Business

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