

GUIDE TO LEAD GENERATION

All businesses need leads to convert to sales. Focus on finding your ideal customers. Move prospects through the marketing/sales funnel to becoming advocates for you and your business. Delve into tactics for lead generation, using various media channels from social media to email marketing, the value of your website, and use of landing pages. Learn how digital marketing has affected traditional lead generation.

Who should attend? Business owners, marketers, and anyone interested in learning about lead generation and its new definition in the digital age. Ideal for start-ups, small businesses, companies without a clear understanding of marketing strategy and lead conversion. Beneficial to both b2c and b2b companies.



Cynthia Clark Porter
Red Kite Business Advisors

- Over 30 years' experience in business, various categories: Marketing, Food & Beverage, Accounting, Logistics
- Specialist: organizational management, development and implementation of coursework (small to medium-sized businesses)
- Analyst and designer of management information systems
- Marketing management and budgeting, business systems analyst, accounting systems analysis and design
- Marketing, financial, event planning, production of corporate and business events

Goal: Teaching business how to stay organized, on track and ahead of the curve; a priority to insure those businesses achieve their most positive outcomes

July 19, 2017 | 5:00pm - 8:00pm

PASADENA WEWORK

177 E Colorado Blvd, Pasadena, CA 91105

REGISTRATION: FREE! Sign up online at www.nawbola.org

PARKING: Parking is available in the lot adjacent to the building for \$15/day or \$10/hr. Parking will not be validated.

QUESTIONS: events@nawbola.org

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