

July 18  
9:00 a.m. – 10:30 a.m.

## Website Design I

Target Audience - Small businesses, community organizations, individuals

Trying to decide if your business needs a web site or where to start with developing a web site? Join us to learn about template-based website building platforms and how you can create and manage your own web site. In this course we will discuss how to choose your domain, lay out your website and began building a site.

July 18  
10:30 a.m. – Noon

## Mobile Payment Processors

Target Audience: Crafters, Farmers Market Vendors, Artisans,

Don't miss out on a sale due to not accepting credit or debit cards. Learn how you can take credit/debit card payments in person or on your web site through a mobile and/or online payment processor. We'll look at the fees and transactions rates for different processors and demonstrate how they can work for your business.

July 18  
1:30 p.m. – 3:00 p.m.

## Instagram Marketing

Target Audience: Small businesses, community organizations, individuals

Post pictures of items your customers will love and want to purchase. Learn to use the social photography/video app to link with other platforms and market your product through a simple photo and caption. Ipads will be provided at the training. Participants are welcome to bring their own mobile device, but will need to know their Apple ID login and password if using an Apple product.

July 19  
9:00 a.m. – 10:30 a.m.

## Facebook 101

Target Audience: Small businesses, community organizations, individuals

Too many settings and options on your Facebook Page? Join us to learn about the settings and insights on your Facebook Page. We'll demonstrate different features to help you manage your Facebook Page better. You must have access to a Facebook Page and have minimum 40 likes on the page you are accessing.

July 19  
10:30 a.m. – Noon

## Facebook Advertising

Target Audience: Target Audience: Small businesses, community organizations, individuals

Afraid of Facebook advertising, join us to learn more about Facebook Ads. Learn about the features, pricing and how Facebook Ads can help your business communicate with existing and target new customers.

July 19  
1:30 p.m. – 3:00 p.m.

## Location Based Services

Learn how mobile devices are changing how customers and visitors physically find storefronts and how to control and post correct information about your business by claiming or registering your business with location based services like Google, Yelp, Foursquare, and TripAdvisor.

The session will also include information about the importance of a mobile friendly web site and when, where and how to use QR codes and mobile apps.

July 20  
9:00 a.m. – Noon

## Website Design II

**You must attend the Website Design I course on July 18. MSU Extension personnel will help you begin building your own website.**

July 20  
1:30 p.m. – 3:00 p.m.

## Questions/Follow up