

FTCC SMALL BUSINESS CENTER

presents



SPRING LAKE CAMPUS SEMINARS

YOU'RE SOCIAL, NOW WHAT

Find out which networks are right for you and how to use them. You've thought about what social networks to use for your business or nonprofit, and you're ready to take the next step. Where do you go from there? This seminar will give you a closer look at the popular social media networks – Facebook, Twitter, LinkedIn, Pinterest, and Instagram. We'll show you the benefits of using each, what kind of content to create, tips on using photos and videos, and examples of how other organizations are marketing with them. You'll also get tips on how to use analytical tools to tell if your social media activity is working.

February 04 • 5:30 pm-6:30 pm

Location: Spring Lake Storage, 809 Chapel Hill Road, Spring Lake

PERFECTING YOUR PITCH

Being able to articulate your vision to possible investors and shareholders is key to getting what your business needs. Potential clients will ask you what do you do and how can you help them. This inter-active workshop will help you:

- Master your Elevator Pitch
- Offer best networking practices & Introduce your business to the rest of the World.

March 03 • 5:30 pm-6:30 pm

Location: Holiday Inn, 103 Brook Lane, Spring Lake

HARNESS THE POWER OF MOBILE

Participants will learn how to use mobile technology to promote themselves and drive more business: Mobile internet usage is growing fast – more people are starting to receive and read your email and social media messages with their smartphones. And more businesses are starting to use mobile to create marketing communications and make it easy for their customers to buy from them. Join us for this webinar to make mobile a part of your business. You'll learn:

- Why mobile makes local listings more important than ever
- How to drive action with mobile marketing
- How to create content with and for mobile

April 07 • 5:30 pm-6:30 pm

Location: Bethel AME Zion Church, 255 Vass Road, Spring Lake

DEVELOPING PARTNERSHIPS FOR MARKETING AND COLLABORATION
Partnerships among complementary businesses have existed for years. Developing partnerships for marketing, resource sharing or just general business camaraderie can be valuable to any business. In this workshop you will learn how to:

- Evaluate your business offerings to determine who best to approach for partnerships
- Plan how best to approach potential partners
- Use best practices for partnership agreements
- Create joint marketing, promotions and events
- Develop referral programs and incentives
- Analyze your successful partnerships

May 05 • 5:30 pm-6:30 pm

Location: FTCC Spring Lake Campus 171 Lake Tree Blvd, Spring Lake

To register for these seminars go to
<http://tiny.cc/ftccsbc>

For more information,
contact Tamara Bryant
at (910) 678-8462 or bryantt@faytechcc.edu

**FAYETTEVILLE'S
FOOD SUMMIT**
Sponsored by

Are you interested in starting a business in the food industry and what to know how to get started?

You don't want to miss this wonderful and unique opportunity! Register NOW!

March 17 • 8:30am-2:00pm
Tony Rand Student Center

For more information, contact
Tamara Bryant
bryantt@faytechcc.edu • 910-678-8462
OR
Lexi Hasapis
LHasapis@nceed.org • 910-323-3377

FREE Small Business One-on-One Confidential Counseling

Need help identifying what business you should start? How to write a business plan or look for funding? How to price your product or how to market your business?

Make an appointment call 910-678-8496

FTCC –Spring Lake Campus -Every 1st Thursday 2:00 pm-5:00 pm