



Digital Marketing Classes (Available February 2022)

Marketing in the Metaverse: An introduction to what might be the next big thing in technology and how to take advantage of it from a marketing perspective (60-90 minutes)

In this class we will discuss the marketing opportunities presented by the Metaverse. We'll give you an overview of the metaverse, who is adopting it now, how it works and potential opportunities for different types of companies today (and tomorrow).

What is the metaverse? In simple terms, the metaverse is the convergence of physical, augmented reality and virtual reality. The word metaverse translates to "beyond universe." This glimpse of the Internet's future suggests the connecting of a physical persona with a digital persona, which enables you to live in a digital world. The metaverse will likely give visitors another way to seek entertainment, shopping, travel, learning, meetings and many other daily activities.

We'll share several examples of companies that are currently spending big dollars on developing or using the metaverse for business activities, commerce and entertainment. You will come away from this session with a clear understanding of the metaverse and examples of how people and businesses are leveraging it to make money today. This class will help you think about how you might add the metaverse into your marketing strategy.

Presented by Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

How to Grow Your Business with Google Search Ads (60-90 minutes)

For many, the thought of creating Google Search ads can feel overwhelming. Maybe you're not sure how they work and you don't want to waste money trying to figure them out. But what if you could ease that sense of overwhelm by knowing how to create Google Search Ads that cost-effectively drive the right traffic to your website?

That's what we'll show you in this engaging presentation. We'll discuss how to create Google Search Ads designed to grow your business. You'll learn:

1. What are Google Search Ads and how do they work?
2. How to create, maintain, and manage Google Search Ads
3. Tips and strategies for getting great results
4. Discuss other forms of digital advertising

Presented by Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.



Getting Found More & Driving More Visitors to Your Website (60-90 minutes)

We have a great session on website marketing for small business owners and marketing managers. In this class, we will discuss several key factors in improving how you increase your visibility on the web, getting found more in search engines and driving more visitors to your website. While this class includes an introduction to discipline of search engine optimization, there is a lot more to it than just keyword analysis.

Search Engine Optimization (SEO) is a complex, competitive and rapidly evolving component of digital marketing. There are a number of different strategies and elements of SEO and several of the key elements will be discussed in this webinar designed for beginning SEO practitioners. Topics include: SEO elements on your web page, SEO elements in your website code and other key SEO factors.

You will walk away from this webinar with an understanding on SEO along with several valuable resources on search engine optimization, including a one-page SEO Tip Sheet.

Presented by: Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

Reaching Your Customer through Email Marketing (60-90 minutes)

What's the most efficient, effective and affordable way to stay connected with your customers? Email marketing. Among all the digital channels available to your business, email marketing boasts the strongest return on your investment. Join us as we discuss using email marketing to your business's advantage, and what email content will resonate most with your audience.

We'll learn:

1. The economic benefits and impact of email marketing
2. The key basics of email marketing
3. Best practices for creating compelling content
4. Tips to getting started with email automation

You will walk away from this webinar with several valuable resources on email and digital marketing to use in your own business.

Presented by: Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

Why Do I Need a Company Website? (60-90 minutes)

Some small businesses have grown by relying on social media. They wonder, why do I need a website?



In this class we will discuss social media, branding and why it's critical for any business to have a website. We'll review some of the important information that should be on a website including a compelling story, list of services or products, customer reviews & sample work/case studies, FAQs, contact information, social media links, sign up forms and more.

You will leave this class with a solid understanding of how a website can benefit your company (and your customers!) and what useful information you should make available.

Presented by: Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

Google Analytics: Learn what visitors are doing on your website and what is working and what is not (60-90 minutes)

Most people have heard of Google Analytics but do you know how to use it? In this class, we'll give you an introduction to Google Analytics and how it helps you improve your website and marketing. This will focus on improving your website and identifying what pages/content works well and what does not.

We will introduce you to the GA dashboard and show you some of the most useful and important data and explain what it means.

You will leave this class with a solid understanding of the data found in Google Analytics along with how to set it up and how to email yourself regular monthly reports.

Presented by: Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

Company Branding 101: How to successfully brand your business so people remember you when they need what you sell? (60-90 minutes)

With so many companies and competitors already out there, building a business, and getting customers to know and remember you, is always a challenge. One way to build your business is to build a memorable, distinctive brand. But the question is, how do we go about doing this?

Branding an organization is certainly an art, but there is definitely a process and some clear steps to take to building a unique brand that will help enhance your reputation and increase company name recognition. In this 60-minute session, we will walk you through a process to help you create a new brand (whether this is the first time or you want to rebrand what you have) and show you some helpful tools and resources to make this as easy as possible.

Presented by: Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.



E-Business for Small & Mid-Sized Businesses (Getting Started Class - 60-90 minutes)

What are the best tools to get more out of our online marketing? This is a question that we hear on a regular basis. It's a simple question but one that opens a can of worms. As everyone knows, there are lots of options when it comes to digital marketing and every company has different needs and goals. There is just no one size fits all solution for every organization.

Rather than learning about any particular tool or service, we will show you exactly how the online marketing world works and teach you a 5-step e-business process that works. Within each step, we'll show you several tools that work well for small and mid-sized businesses.

This seminar is designed for the owners/leaders of new or small businesses that are just getting started on their e-business or online marketing journey. We'll keep the conversation focused on concrete steps you can take back and put into action from day #1.

Presented by Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

E-Business for Small & Mid-Sized Businesses (Intermediate Level Class - 60-90 minutes)

In the Intermediate level e-business class, we take a deeper dive into our 5-step e-business process and explore more closely the specific ways to generate more visibility with new potential customers (people you don't know) along with moving people you do know towards becoming paying customers. We'll show a concrete process with examples on this process.

In this Intermediate level class, we assume your organization has a website as well as some ongoing social media and email marketing and perhaps digital advertising activity. The question for these people is often "We're doing all these things already, but how can we improve it and generate more leads and sales?" This class will answer that question.

Presented by Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

What Are Keywords & How Do You Choose Them? (60-90 minutes)

Search engine optimization (SEO) is an important part of every company's marketing strategy. Keywords are one of the most important parts of SEO. However, keyword selection can be complicated and challenging because there are many considerations and best practices to understand when selecting and implementing keywords on a website.

This class will help you better understand keywords and how to select and use the best keywords for your organization. We'll discuss these key topics: defining, selecting and



implementing keywords. Common pitfalls to avoid when selecting and adding keywords to your website. We'll also briefly discuss keyword mapping and what constitutes the penalty-producing practice of keyword stuffing.

You will walk away from this webinar with a better understanding of this very important SEO practice along with several useful resources and articles to assist with this topic.

This is a great class for small business owners, digital marketers and digital marketing managers who are looking to take their website performance and SEO to the next level.

Presented by Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

E-commerce 101: Setting-up, Managing & Marketing Online Shopping (60-90 minutes)

In 2021, virtually everybody has become comfortable buying products and services online. Whether that is purchasing everyday products, booking reservations, paying bills or buying various services, the online world is here to stay.

So, is e-commerce something your business should pursue? What goes into setting up and operating an online store? And how do you market your products to reach your customers?

In this 60-minute class, we will discuss Shopify, one of the most popular e-commerce platforms. This will include a review of the Product Database and the product information you will need to build and manage your online store. We will also discuss product fulfillment which includes shipping your products and handling inventory. Lastly, we will discuss several important tips to help you market your online store.

Presented by Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

Social Media for Business: A Review & Game Plan for 2022 (60-90 minutes)

Many of us use social media in our personal lives, but social media for promoting our business is a different animal. Company Pages work differently than personal profiles and so our strategy and behavior need a different approach.

This class will help you better understand which social platforms might be best for your business. Not all social media platforms are the same and not all of them are a good fit for every business. We'll discuss these key topics: which social media platform should your business focus on, what is the typical demographic on each platform, types of posts which work well and other tips to be successful.



You will walk away from this webinar with a better understanding of today's social media marketing and the tactics which will help you be successful.

This is a great class for small business owners, digital marketers and digital marketing managers who are looking to take their marketing to the next level with social media.

Presented by Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.

LinkedIn for Business: The Powerful Online Rolodex (1 to 3 hour classes/trainings available)

This educational session is designed for people who are familiar with LinkedIn but looking for a more purposeful, systematic approach to using it. If you have a profile on LinkedIn and want to truly understand what to do beyond that, this session is for you.

We will review some specific and important features of LinkedIn and discuss how to customize your profile. In addition to examining the mechanics of LinkedIn, we will discuss the general culture and best practices of using it for networking, sales and marketing purposes.

In this workshop, we will discuss the anatomy of LinkedIn Profiles, Groups and Company Pages. Perhaps more importantly, we will explain best practices and show you how experts regularly use LinkedIn to achieve their goals.

Setting-up & Using LinkedIn:

1. Building a LinkedIn profile
2. Building your network of connections
3. Using LinkedIn to attract new connections and start more conversations
4. Using Groups & Company Pages
5. LinkedIn settings and other tips

Benefits of Attending this Workshop:

1. Gain understanding of LinkedIn features and functions.
2. Learn important uses of LinkedIn beyond building a profile and adding connections.
3. Learn effective strategies for pro-actively marketing your business using LinkedIn.
4. Learn how sales experts regularly use LinkedIn to build relationships and gain widespread exposure for themselves, their companies and their products and services.
5. Get answers to all your questions about how LinkedIn works and how to use it.

Presented by Erik Bunaes, Endorphin® Digital Marketing & Constant Contact Local Expert.



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