



Columbus OH

[The Essential Guide to Writing a Business Plan](#)

Tuesday, February 19, 2019 from 8:00 AM to 11:30 AM EST

A business plan is an essential road map for business success, but few small businesses ever complete a plan. This workshop focuses on the business elements that need to be defined in the business plan. You'll get pragmatic, straightforward ideas, approaches and tools for setting goals and developing action plans for achieving them.

[Social Networking Strategy for New and Current Small Businesses](#)

Thursday, February 21, 2019 from 6:00 PM to 8:30 PM EST

In this workshop you will learn: About the evolution of SEO, SMO, blogs, and more
How to reach customers and optimize the digital strategy of your marketing plan
Develop a management dashboard to drive content strategy and lead nurturing Gain insights to optimize using Google, LinkedIn, Facebook, and Twitter

[Social Media Management and Marketing Certification Boot Camp Class](#)

Friday, February 22, 2019 from 9:00 AM to 5:00 PM EST

Do you want to know exactly how to reach your target audience with social media? Would you like an employee to acquire the skills needed to handle social media marketing for your company? Then this training session is for you! Learn how to attract more leads with social media marketing.

[TOP 5 DIGITAL MARKETING TRENDS HOW TO MAKE THEM WORK FOR YOU](#)

Thursday, February 28, 2019 from 6:00 PM to 8:00 PM EST

Make the 2019 marketing trends work for you. Understanding digital trends and evolving your marketing plan is critical to compete in today's marketplace. In this participative workshop we'll discuss 2019 trends, what they mean to you, and how to put them to work to increase revenue for your business.

[Bringing Products to Market](#)

Wednesday, March 20, 2019 from 6:00 PM to 8:00 PM EDT

This workshop is designed to provide information and advice on the steps required to convert your idea into a product that you can successfully sell.

[Learn How The Library Is Your Premier Source for Business Information Lunch n Learn](#)

Thursday, March 28, 2019 from 11:00 AM to 1:00 PM EDT

Improve and build your business toolkit to ensure that your business decisions and plan are backed by trusted and relevant information. We will review free business data to complete your business plan and completed sample business plans. To get the best experience from this workshop, please bring a laptop or tablet.

[Online Event Registration](#) by [Constant Contact](#)

Partner Events for Small Businesses

February 26 – Score Columbus and Thrive Columbus are offering a full day summit that will support women in accomplishing their goals by making sure they are aware of the resources available to them, give them direction on where and how they can take action on the issues impacting our community, and will offer an avenue for women to lend their voices toward collaborative change. [Read more](#)