



## *ENERGIZE YOUR MARKETING*

DNR's Financial and Business Assistance Section is offering a series of three workshops in late January and February 2015. These workshops are a follow up to the introductory workshop that was a great success in spring 2014.

Designed and led by Amperage (formerly ME&V), these new workshops will explore in depth all the topics attendees learned in the first workshop along with exciting new topics. The workshops will provide agencies the tools they need to energize their marketing, advertising and public relations programs.

**#1 *Creating Ads to Energize your Audience*** – In this hands-on advertising workshop, Amperage will focus on creative concepts related to newspaper, billboards and radio ads. You will learn how to target your programs to a specific audience and showcase all the services of your organization. Learn how to measure the results of a campaign with a targeted audience.

**#2 *Energize Digital Marketing and Social Media*** - In the digital marketing workshop, learn who should and could be on the internet. Having a website and Facebook page may be just the start. Learn the latest in digital strategies and the tips and tricks for social media.

- Discover new tools to save you time in managing your social media
- Learn new strategies to grow fans, followers and increase engagement
- Develop a social media advertising campaign
- Find out how to build an effective email marketing campaign

**#3 *Energize Public Relations-Media Relations***: Public relations starts at your door. Make sure you project the image you want people to see. In this hands-on public relations-media relations workshop you will get a new appreciation for public relations and working with media.

- Learn how to write effective news releases the media will appreciate
- Develop opinion pieces to motivate the public
- Enhance your public speaking and media interview skills

**A laptop is recommended to maximize workshop training session**

