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Thursday, October 1, 2020, 5:30 P.M. - 7:30 P.M., [Marketing To Your Target Market and Research Tools](#)

This free webinar takes your customers on the journey from awareness to purchase by maximizing the impact of the 7 Ps of marketing. You will discover the true potential of your company's success in your local market and easily explain why you are better than the competition by creating a Unique Selling Proposition (USP). You will also discover why customers really want to buy your product or service. Make your company stand out from the competition with branding. Click [here](#) for more information and to register. The workshop will be conducted by SCORE Manasota.

Wednesday, October 7, 2020, 5:30 P.M. - 7:00 P.M., [Technology and Cybersecurity for Small Businesses: How to do business safely online](#)

As a business owner, you may need some guidance on how to organize your IT activities so you can attend to your business and have predictability, reliability, and certainty. This free webinar will help you realize the risks and the value of using technology for your business. It will enable you to make smarter decisions about using technology and think critically and strategically when using it. Take steps toward mitigating the risk of falling victim to cyber attacks by clicking [here](#) for more information and to register. The workshop will be conducted by SCORE Manasota.

Thursday, October 15, 2020, 5:30 P.M. - 7:30 P.M., [Effective Digital Marketing Channels for Small Businesses](#)

This free webinar addresses the Channels box in the Business Model Canvas and is a continuation of the Marketing to Your Target Market webinar. It identifies the different Digital Marketing Channels available to you and what are the most important channels for your business. We will show you why having a Unique Selling Proposition (USP) is so important for Digital Marketing and provide you with the key elements to a successful Digital Marketing strategy. Click [here](#) for more information and to register. The workshop will be conducted by SCORE Manasota.

Thursday, October 22, 2020, 5:30 P.M. - 7:30 P.M., [SEO for Non-Techies & Small Businesses](#)

This free webinar will teach you what SEO or Search Engine Optimization is. We will walk you through the process of creating a keyword driven content strategy. We'll explain what a long tail Keyword is, and what On-Page and Off- Page optimizations are. You will also learn how to build backlinks to your website and how to avoid black-hat optimization. Attending the Effective Digital Marketing Channels for Small Businesses webinar first is highly recommended. Click [here](#) for more information and to register. The workshop will be conducted by SCORE Manasota.