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## Online Advertising, Local Search, and Facebook University Workshops

All workshops will be held at the **EIGERlab in Rockford, IL** and begin at **5:30 pm**. Address is **605 Fulton Avenue**. Upon entering the building, you will be directed to either the West Classroom or the East Classroom.

Workshop Title	Date & Time	Topic
<b>Supercharge Your Profits With Online Advertising</b>	September 11, 2014 2 ½ to 3 hours Complimentary	Opportunities abound for almost all businesses to advertise online. In this workshop, you will discover the online advertising platforms like LinkedIn, Google Adwords, Google Adwords Express, Google Adsense, and Facebook. You will learn what an online marketing sales funnel is, and how to begin building one for your business. Enroll at <a href="http://vernonwanner.com/workshops-3/supercharge-profits-online-advertising/">http://vernonwanner.com/workshops-3/supercharge-profits-online-advertising/</a> .
<b>Dominate YOUR Local Market With Local Search?</b>	September 25, 2014 3 hours Complimentary	Every local business needs to be found in their local space. Period! Undoubtedly you've received calls from Google, ReachLocal, and Yellowpages.com to get online. Maybe you were hesitant to spend the money, or maybe you did invest and it isn't working! In this workshop, you will learn the critical steps to setting up and managing your local search pages. Enroll at <a href="http://vernonwanner.com/workshops-3/dominate-local-market-w-local-search/">http://vernonwanner.com/workshops-3/dominate-local-market-w-local-search/</a> .
<b>Supercharge Your Profits With Facebook Advertising!</b>	October 2, 2014 2 ½ to 3 hours Complimentary	You'll learn why Facebook is <b>the online ad platform</b> at this time. You will uncover the highly targeting capabilities of the Ads Manager and the Power Editor. You watch a demo of how to build and publish a simple ad. Enroll at <a href="http://vernonwanner.com/workshops-3/supercharge-profits-facebook-advertising/">http://vernonwanner.com/workshops-3/supercharge-profits-facebook-advertising/</a> .
<b>Supercharge Your Profits With Facebook Advertising; FBU Series</b>	October 9, 2014 3 hours <b>Fee Based</b>	<i>A deeper dive into Facebook Advertising.</i> Introduction to Accounts, Campaigns, Images and Managing Them. Introduction to the Power Editor and how it differs from the Ads Manager. Editing Display Settings. Enroll at <a href="http://vernonwanner.com/nifbu">http://vernonwanner.com/nifbu</a>
<b>Supercharge Your Profits With Facebook Advertising; FBU Series</b>	October 16, 2014 3 hours <b>Fee Based</b>	<i>A deeper dive into Facebook Advertising.</i> Campaigns vs. Ads. Creating a campaign. Creating the Creative & Placement. Targeting Your Audience. Pricing. Enroll at <a href="http://vernonwanner.com/nifbu">http://vernonwanner.com/nifbu</a>
<b>Supercharge Your Profits With Facebook Advertising; FBU Series</b>	October 23, 2014 3 hours <b>Fee Based</b>	<i>A deeper dive into Facebook Advertising.</i> Promoted Posts, Sponsored Stories, Placements, URL Tags, Precise Interests, Bidding, Duplicating Campaigns vs. Duplicating Ads. Pausing & Deleting Ads. Enroll at <a href="http://vernonwanner.com/nifbu">http://vernonwanner.com/nifbu</a>
<b>Supercharge Your Profits With Facebook Advertising; FBU Series</b>	November 6, 2014 3 hours <b>Fee Based</b>	<i>A deeper dive into Facebook Advertising.</i> Conversion Tracking & Set-up. Custom Audiences and How to Create Them. Lookalike Audiences. Unpublished Posts, Saved Target Groups, Split Testing. Enroll at <a href="http://vernonwanner.com/nifbu">http://vernonwanner.com/nifbu</a>
<b>Supercharge Your Profits With Facebook Advertising; FBU Series</b>	December 4, 2014 3 hours <b>Fee Based</b>	<i>A deeper dive into Facebook Advertising.</i> Re-targeting. Adding Re-targeting to Your Sales Funnel. Q&A on any of the topics Weeks 1-4. Enroll at <a href="http://vernonwanner.com/nifbu">http://vernonwanner.com/nifbu</a>
<b>Supercharge Your Profits With Facebook Advertising; FBU Series</b>	December 11, 2014 3 hours <b>Complimentary</b>	<i>Bonus Session for those enrolled in the 5 week Northern Illinois Facebook University Course.</i>