



IN-PERSON WORKSHOP



Use the Latest Digital Marketing TO GROW YOUR SMALL BUSINESS TODAY

AGENDA

8:30 AM Check-In, Coffee, and Bagels

9:00 Five Simple Ways to Boost Your Brand Online
Bobby Dimovski, *Founder/CEO, 4MJ Social, Troy*

Hear simple ways to grow your business through social media, local search, and more.

10:00 Grow Your Business Using Analytics, AI, and Findable
Son Tran, *Owner*, and Brendan Hunt, *Digital Marketing Manager, Pitch Black Media, Ferndale*

Learn some digitally advanced ways to grow your business using analytics, AI (Artificial Intelligence), and the “Findable” concept:

- Google's latest web analytics platform, Google Analytics 4 (GA4), offers an advanced and flexible approach to tracking and analyzing user behavior on websites and apps. Hear why it is a comprehensive solution to gain valuable insights into user behavior to optimize your marketing strategies.
- “Findable” can help you reach your target audience online, attract new leads, and engage existing clients.
- Gain practical and effective ways to harness the power of AI to optimize your small business online, including enhancing your Google Business Profile; building your first or next website; and leveraging social media programs. You will receive ideas that can be implemented right away to drive your business's success.

11:15 AM Q&A | Close

**Online mapping may be incorrect for this address. Enter at Waterford Oaks Park sign off Watkins Lake Road.*

Sept. 26, 2023
9 - 11:30 AM

**Waterford Oaks
Activity Center***
2800 Watkins Lake
Road, Waterford

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Meet the Speakers



Brendan Hunt, *Digital Marketing Manager, Pitch Black Media, Ferndale*

Hunt started his career at Google developing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies for companies, non-profits, and agencies. He learned from some of the best in the industry. Being a data nerd, he enjoys dissecting analytics for his large variety of clients—from different industries and company sizes—all with different goals. At Pitch Black Media, he conceptualizes, develops, and implements innovative solutions that maximize brand awareness, increase profitability and expand market share for his clients nationwide.



Son Tran, *Owner, Pitch Black Media, Ferndale*

Tran has more than 25 years of experience in Internet design and development, covering various industry sectors. He has extensive expertise in travel and tourism. His clients include the Illinois Bureau of Tourism, Oklahoma Tourism, Puerto Rico, Montana, and the Michigan Economic Development Corporation. For some 15 years, Tran has been advising, developing and executing social and digital strategies across the country.



Bobby Dimovski, *Founder/CEO, 4MJ Social, Troy*

Since starting 4MJ Social in 2014, Dimovski has consistently helped small to medium sized businesses boost their digital brand, increase revenue, and create buzz through multiple avenues of online marketing.

QUESTIONS? CONTACT

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