



BUSINESS BASICS: MARKETING AND FINANCE

PRESENTED BY

Dacia Clark, Kansas SBDC, *Quickbooks Certified Pro Advisor*
Mindy Lee, Kansas SBDC, *Certified Wix Web Designer*

SOCIAL MEDIA

No cost

Wednesday, April 24

8:30 - 10:00 a.m.

We'll discuss three major social media platforms you need to know about: Facebook, Instagram, and Twitter. Q&A will follow, as well as evaluations.

ONLINE MARKETING

No cost

Wednesday, April 24

10:30 - Noon

Discuss online marketing tactics outside social media, including search engine optimization (SEO), Google for your Business, and the importance of a website. Q&A will follow, as well as evaluations.

UNDERSTANDING FINANCIAL STATEMENTS

No cost

Wednesday, April 24

1:30 - 3:00 p.m.

Discuss financial statement topics like P&L, cashflow, financial projections, and other topics that you need to know about to better run your business and/or help prepare you in getting a business loan. Q&A will follow, as well as evaluations.

LOCATION

Linn County Courthouse Annex
 306 W Main, Mound City, KS 66056

WHO SHOULD ATTEND

Business owners & entrepreneurs seeking information on growing their business through proper financial management and marketing. Appropriate for those who have started or are thinking about starting a business.

To register for one of these events, please contact Mindy Lee at mindy.lee@pittstate.edu

The KSBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration and the state of Kansas. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested two weeks in advance. Please contact our office at 620-235-4921

