

# Digital Marketing for Small Business Sales Success

## A Free SCORE Workshop

Monday, December 12, 2022  
6:00–7:00 pm  
Rotary Room

This presentation will cover both sales and digital marketing fundamentals in a way that will allow the business owner to develop a digital marketing strategy that reflects the needs of their business.

### You will learn:

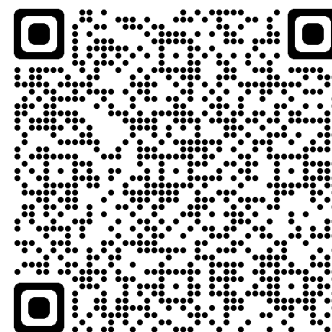
- How digital marketing interacts with each stage of the sales funnel
- Different digital marketing platforms for different results
- The importance of tracking leads and results

Our sessions are always practical – you'll leave with specific ideas to test for your company – and we are always cognizant that most of us operate with budgetary constraints and the need for revenue results.

### Presenters:

**Susan Catalano** owns JQLaCorte, LLC, a digital marketing agency and she has over 15 years of experience in talent management for Fortune 500 corporations and sales and marketing programs for companies and business owners.

**Robert Clark** is Managing Partner of Clark Chandler Mills., a boutique online marketing firm providing email marketing, marketing automation, and content publishing programs for U.S. and international businesses and organizations. Robert has with over 30 years of experience advising SMB's, Fortune 50 companies, nonprofits, associations, and industry groups.



Register here: <https://bit.ly/3EjJfdw> or here:



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