



Build Your Own Logo, Website, Social Media & Email Marketing with WITS

Webinar 1:

W.I.T.S. Marketing Department Offers Logo Design Strategy & Setup Webinar

In this webinar you will learn the foundational elements of logo design and the importance of branding your business. You will know understand the strategy behind logo design and what it means to your marketing strategy. You will also get educated on proper icon, font, color selection and file formatting for your design. We conclude the webinar with tools and resources to help you build your own logo.

Recording: <https://attendee.gotowebinar.com/recording/1933521281568907009>

Quiz: <https://www.surveymonkey.com/r/QHHS6YS>

Webinar 2:

W.I.T.S. Marketing Department Offers Website Development Strategy & Setup Webinar

In this webinar you will learn the foundational elements of setting up a website and how your site should drive traffic to your products and services for lead generation. We will also discuss how to use print and digital marketing to drive traffic to your website to drive brand awareness and sales. We will conclude the webinar with resources to help you create and develop your own website.

Recording: <https://attendee.gotowebinar.com/recording/6734788393546292737>

Quiz: <https://www.surveymonkey.com/r/QS3GF7D>

Webinar 3:

W.I.T.S. Marketing Department Offers Social Media Strategy & Setup Webinar

In this webinar you will learn how to setup social media channels that fit your sales and marketing strategy and how to use those channels to market your products and services. We

will also discuss how to choose the right social media channels for your business. We will conclude the webinar with resources to help you create and setup a social media strategy.

Recording: <https://attendee.gotowebinar.com/recording/6089036418615855619>

Quiz: <https://www.surveymonkey.com/r/3QHJ55>

Webinar 4:

W.I.T.S. Marketing Department Offers Email Marketing Strategy & Setup Webinar

In this webinar you will learn how to setup and release monthly email blasts aimed at different customer email lists. You will also learn how to check & maintain the health of your customers lists to ensure your content is effective and your customers are happy. We will conclude the webinar with resources to help setup and launch an email marketing strategy.

Recording: <https://attendee.gotowebinar.com/recording/6805300074545030913>

Quiz: <https://www.surveymonkey.com/r/HPMJKBY>