



# ROSEMEAD CAMPUS

COLLABORATING. EDUCATING. CONNECTING.

## WORKSHOP SERIES

### DIGITAL MARKETING WORKSHOP

**TUESDAY, NOV 12TH  
6 PM - 8 PM**

**Pasadena City College  
at Rosemead  
4105 Rosemead Blvd  
Rosemead, CA 91770**

Learn website best practices, including how to write strong content and search engine optimization.

This workshop will also cover using social media as a marketing tool, and ways to elevate your current social media strategy.

**SPEAKERS: COLIN SMITH  
& OJEN KASSABIAN**

**REGISTER AT:** <https://bit.ly/2PH2O6D>

### BUILD REFERRALS FOR YOUR SERVICE BASED BUSINESS

**TUESDAY, NOV 19TH  
6 PM - 8 PM**

**Pasadena City College  
at Rosemead  
4105 Rosemead Blvd  
Rosemead, CA 91770**

This workshop applies to any serviced-based business.....  
eg: caterers, consultants, insurance agents, etc., and will cover topics such as:

1. Building a client database.
2. Organizing your database.
3. Training your customers how to refer you.

Come and learn how to build a system that generates referrals.

**SPEAKER: BARNEY SANTOS**

**REGISTER AT:** <https://bit.ly/36rEJa0>

### DIGITAL MARKETING WORKSHOP

**TUESDAY, NOV 26TH  
6PM - 8PM**

**Pasadena City College  
at Rosemead  
4105 Rosemead Blvd  
Rosemead, CA 91770**

Learn website best practices, including how to write strong content and search engine optimization.

This workshop will also cover using social media as a marketing tool, and ways to elevate your current social media strategy.

**SPEAKERS: COLIN SMITH  
& OJEN KASSABIAN**

**REGISTER AT:** <https://bit.ly/36sZnq3>

### BUILD REFERRALS FOR YOUR SERVICE BASED BUSINESS

**TUESDAY, DEC 3RD  
6 PM - 8PM**

**Pasadena City College  
at Rosemead  
4105 Rosemead Blvd  
Rosemead, CA 91770**

This workshop applies to any serviced-based business.....  
eg: caterers, consultants, insurance agents, etc., and will cover topics such as:

1. Building a client database.
2. Organizing your database.
3. Training your customers how to refer you.

Come and learn how to build a system that generates referrals.

**SPEAKER: BARNEY SANTOS**

**REGISTER AT:** <https://bit.ly/333MuAK>



In partnership with:

The Small Business Development Center at Pasadena City College  
is part of the Los Angeles Regional SBDC Network.

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