

2 workshops focus on marketing strategies

Lake Tahoe South Shore Chamber of Commerce and Lake Tahoe Community College's Connect Community Education are partnering to offer two marketing workshops to be presented by Constant Contact.



On Feb. 20 from 4-5:30pm, Constant Contact representatives will be going over numerous ways to Supercharge Your Facebook Marketing. In this workshop attendees will acquire the what, why and how of a social media campaign.

The second marketing workshop, The Power of Engagement Marketing, will teach the importance of building lasting relationships with existing clients. Participants will discover the three components that lead to engagement marketing success, and leave with a stronger marketing strategy to help inspire their customers to promote their business for them.

This workshop is March 6 from noon-1:30pm.

Both are at Lake Tahoe Community College.

To register for either workshop, go online or call Megan Waskiewicz at (530) 541.4660, ext. 718.