



**FOR IMMEDIATE RELEASE**

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**ZOOM Marketing Workshop Addresses Needs  
Of Businesses Affected By COVID-19**

*Dec.17 On-line Virtual Event*

Sherman Oaks, California – Announcing Promotional Secrets to Grow Your Business in a COVID World, a FREE four-hour Zoom workshop taking place on Thursday, December 17th for business owners and managers struggling with the difficulties of doing business during the COVID pandemic.

Our goal is to teach attendees how to promote their services or products, reach local buyers without in-person contact, and help their community stay strong. Our six workshop speakers have helped both large corporations and small companies with branded and direct-response marketing, social media promotion, PR, and networking among similar-minded businesses. What our clients do, workshop attendees can too!

The Promotional Secrets workshop will cover the following topics:

- An overview of effective marketing strategies attendees can follow to promote themselves
- How an effective website will give businesses credibility and convert browsers to buyers
- How effective writing is the cornerstone to persuading prospective customers to take action
- How email campaigns are the most cost-effective way to stay in customers' minds
- How personal branding with video can be the best way to promote a company
- How social media can lock in target markets in a personal and emotional way
- How participants can join forces with others to grow and gain community support through networking and business associations
- How all these individual strategies come together to create a working marketing plan in that can be executed in just a few hours a week

Attendees will have opportunities to ask questions, comment with fellow participants, and test-drive some of the core ideas we offer. It will be fun and teach participants a lot about self-promotion!

The workshop, all speaker materials, access to private forums and other informational content will be provided at no cost.

It's not necessary to attend the live workshop to get the training. We will record the workshop and make the entire day's program available to watch or listen to online, as well as breaking it down into individual segments so attendees can repeat the parts they are most interested in.

The program starts at 10:00 am PST on Thursday, December 17th and will end between 2:00 and 2:30 pm.

Registration is required so we can send links to attend the workshop, or access post-event content.

Register online at <https://youareyourbrand.events>.

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For more information, please visit our web site [www.TheValley.net /events](http://www.TheValley.net/events)

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To learn more about The Valley Economic Alliance, visit [TheValley.net](http://TheValley.net).

*The Valley Economic Alliance is a 501(c)(3) non-profit strategic private-public collaborative made up of businesses, government, education and community organizations whose mission is engage and unite Valley stakeholders to raise standards of living and economic vitality across the five-city region – Burbank, Calabasas, Glendale, Los Angeles and San Fernando consisting of more than 64,000 businesses and over 1.9 million residents covering more than 350 square miles.*

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