

Monday, April 12, 2010

Learn to leverage the Web to reach new customers through e-business workshops

Oakland University's School of Business Administration has teamed with the Troy Chamber of Commerce to offer a series of workshops that assist small- and medium-size enterprises harness the power of the Web to market and diversify their businesses.

The workshops focus on how a variety of mostly inexpensive, Web-enabled technologies can serve business goals, help reach new customers, better serve existing customers and identify new markets.

Offerings include:

- "Doing Business on the Web" – Set from 9 a.m. to 4 p.m. on Saturday, April 17, this workshop shows how a small company can reach new customers by creating a Web plan, building and maintaining a site, selling products and promoting a business.
- "Introduction to Social Media" – Set from 9 a.m. to noon on Saturday, April 24, this workshop will provide participants with an overview of social media and why it matters, how smart companies are using it, and how they can get important feedback from their customers.

Those interested in learning more about the workshop series or wishing to register are encouraged to visit

www.oakland.edu/sbaebusinessseries.

SUMMARY

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