



Passaic County
Division of
Economic
Development

William Paterson
University
Small Business
Development Center

COMPLIMENTARY INVITATION

Marketing Techniques and Social Networking – How to Connect with Your Customers

February 19, 2016
8:30 AM – 11:30 AM

Refreshments
Courtesy of

Location:

William Paterson University
1600 Valley Road, Wayne, NJ 07470



Welcome:

Freeholder Hector C. Lora, County of Passaic

Distinguished Speakers:

Marketing Techniques That Help Attract and Retain Top Customers

Colleen Logan
Sobel & Company, LLC



Content Marketing and Website Ideas to Grow Your Company

Cecelia Henderson, WSI Marketing Edge



How to Use Constant Contact Like an Expert to Reach Your Customers

Susana Fonticoba, Right Click Advantage



Please RSVP to:
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