



EDUCATION SESSIONS

WEDNESDAY, AUG. 8

3:15 – 4 p.m. | *Proven Digital Marketing Tactics to Grow Your Business*

Presenter: Kim Olson, Account Executive, Broadly.com

Did you know that 80 percent of consumers are searching for contractors through platforms like Google? Therefore, it's critical to leverage free tools to gain a competitive edge. We'll talk about and review examples of how to improve your business's presence on Google, Yelp, Facebook, and Nextdoor to build your brand in a cost-effective way. Attendees will also learn a framework to make and measure marketing investments to attract more customers online, and learn ways to follow up with homeowners to get them talking about you and recommending your services. www.Broadly.com

BIO:



Kim Olson has a passion for connecting with and helping local businesses. In her current role with Broadly, she serves as an Account Executive, with broad experience providing digital marketing solutions to businesses in all industries. As a speaker, Kim has instructed and engaged audiences across a variety of verticals, including animal service, home service, construction, and auto dealership professionals. Kim earned a Bachelor's degree from Point Loma Nazarene University, San Diego, in Communications. She lives with her husband and three young children in Orange County, California. "Owning a small business is no small feat. I love coming alongside business owners and providing tools and knowledge to help them succeed."