



# DIGITAL MARKETING BOOTCAMP



## Digital Marketing Lunch and Learn - Clay County

### DATES & LOCATIONS:

**Sept. 11, 2025**

**11:00 AM – 12:30 PM**

Clay County Economic Development Council,  
40717 Highway 77,  
Ashland, AL 36251

### FEE:

No charge to attend.  
Advance registration  
required.

The Digital Marketing Bootcamp guides attendees through setting measurable marketing goals for their business and instructs how social media and technology can help them reach their goals. The Alabama SBDC at the University of Alabama has partnered with the SBDC programs at the University of Georgia and the University of Mississippi to bring the popular Digital Marketing Bootcamp program to more rural towns across all three states.

### Take Your Digital Marketing to the Next Level

This program covers the fundamentals that you need to tell your story and connect with online audiences, from understanding your customers and mapping their buyers' journey to mastering social media platforms like Facebook and Instagram. You'll also learn how to implement key strategies in incorporating AI into your marketing plan.



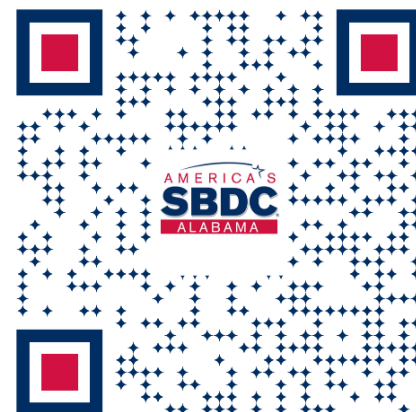
*Speaker: Larkin Jones*

### Learn:

- How to set marketing goals that make sense for your business
- What motivates your target customers
- How to integrate AI into your every day business
- Which social media platforms are right for your business
- What to post on Facebook and Instagram

### Register Here:

<https://www.asbdc.org/digital/>



Alabama SBDC Network is funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA). Hosted by The University of Alabama. Nationally accredited by the Association of SBDCs. All Alabama SBDC programs and services are open to the public.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Karla Jordan, Box 870396, Tuscaloosa, AL 35487-0396. 1-877-825-7232