



# Get The Word Out!

## Advertising Your Pop-Up Business

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# About Me

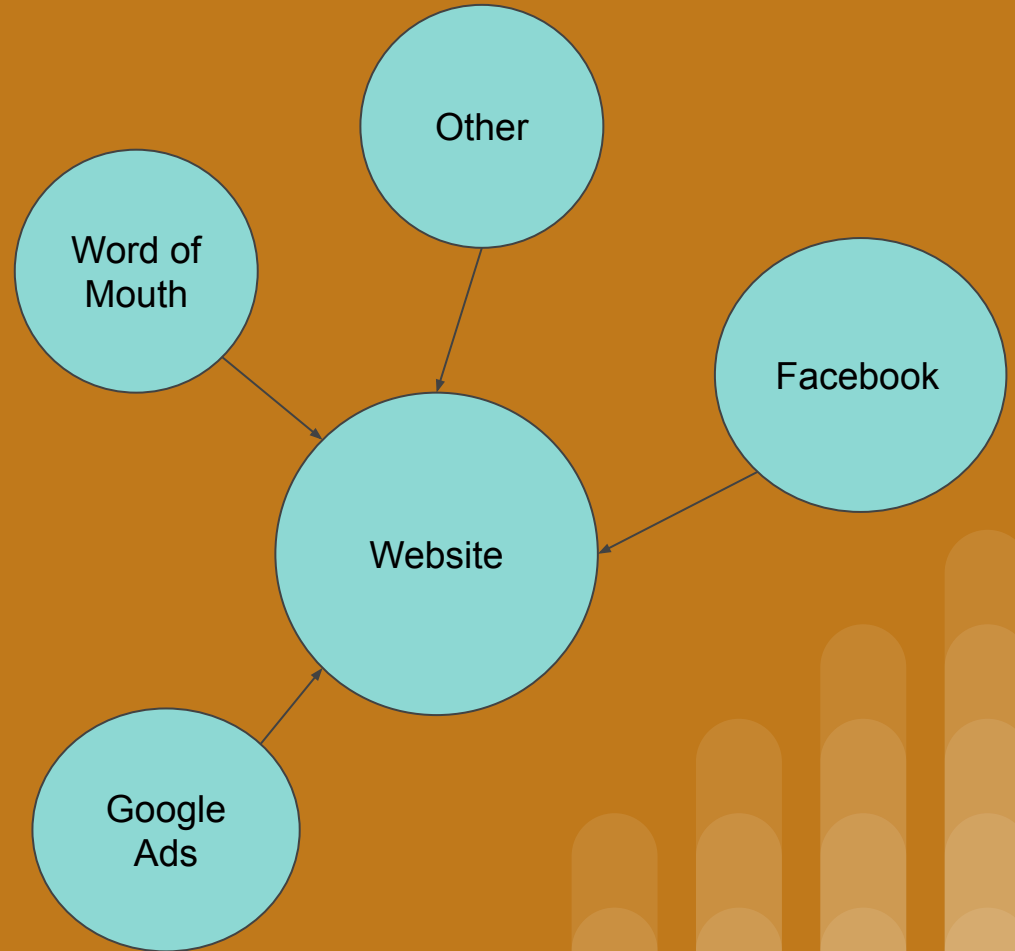


## **Gary Kuhlmann**

Owner / Operator of Spydertserve Web Services

- Bachelor in Business Administration from Valdosta State University
- Master in Information Technology from Kennesaw State University
- 21 Years in information technology industry
- Have started three businesses in the last 25 years

# Website





## **Why does my company need a website?**

- Marketing
- Client Communication
- Sales



## Ways To Get A Website

- Build it yourself
  - Wix, Squarespace, WordPress.com
- Professionally Developed



**Email**



## **Benefits of Branded Email Accounts**

- Professionalism
- Control over accounts
- Extra Features



# Ads and Social Media







## **I have a website, why do I need more?**

- Over 1.8 Billion Websites in the world
- A Website without visitors is just a drain of resources



## How?

- Paid Advertising
  - Google Ads, Facebook Ads
- Content Marketing
- Social Media



## **Measure, Analyze, and Adjust**

Your cost needs to be lower than the benefit to your business.

Monitor your website to help identify your successes and failures.



# Feel Free to Contact Me

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