



DRIVEN TO DISCOVER...

How can the Internet revitalize local businesses and rural communities?

The Internet can bring new visitors, residents, workers and entrepreneurs to town. It can give new life to existing businesses by expanding markets. It can put your community on the map and create new connections in and among communities.

When business, government, nonprofits and community residents take advantage of the possibilities the Internet offers, a town can compete or collaborate with anyone, anywhere. Residents can work together to unlock local opportunities, build new skills and markets, and create a more vibrant local economy.

That's why Extension's Center for Community Vitality fosters e-marketing education as part of its community economics programs. By exploring the potential of the Internet, communities make things happen.

WHAT WE OFFER:

- *Hands-on workshops* in community settings that bring users together to learn – what others are doing online, what does and doesn't work, and how to get started. (Workshops are described on the backside of this flyer.)
- *Community-based programming* that integrates information about e-marketing into research and education about retail development, tourism development, and business retention and expansion.

- *Pre-recorded Webinars* available on-line about some how-to technology basics. These can be downloaded at no cost at www.extension.umn.edu/retail/e-marketing/.

COMMUNITIES CHOOSE EXTENSION FOR E-MARKETING EDUCATION WHEN:

- The community has access to high-speed broadband and wants to take better advantage of it.
- Small businesses and local entrepreneurs want to strengthen their Internet presence and compete in the global and mobile marketplace.
- Businesses and communities as a whole are thinking strategically about how to use broadband and digital technologies.

WHO HAS SPONSORED TECHNOLOGY EDUCATION PROGRAMS?

- Economic development organizations
- Internet service providers and local utilities
- Government and community groups
- The Blandin Foundation

LEARN MORE: See program descriptions on the back side of this flyer.

Program Resources

FACE-TO-FACE WORKSHOPS

Community-based three-hour workshops are arranged with local sponsors to help businesses and community members look at Internet options, get hands-on experience, and discuss ideas and problems.

- **Using Social Media in Business**
Businesses are using social media to enhance traditional websites. These methods reach new and hard-to-reach audiences. This workshop helps groups explore social networking, examples of successful use, and benefits to businesses and communities.
- **Roadside Advertising in a Digital World**
About 50 million people use GPS units. Even more use online maps on smart phones to find goods or services. These maps get people where they are going, and alert users to goods and services. Are you accurately represented on these maps? This workshop helps businesses and communities maximize their presence on these maps.
- **Mobile e-Marketing**
Mobile devices like smart phones and tablets now generate the bulk of Internet traffic. At this workshop, learn strategies that connect with the mobile crowd via mobile websites, apps, QR codes and digital coupons.
- **Getting High on Google**
How easy is your business to find on Google Search? This workshop helps groups learn straight-forward ways to get high on a Google search.

COMMUNITY PROGRAMS

Extension's community economics programs help groups work proactively and work together to strengthen their local economy, considering how broadband and digital technologies are an imperative to healthy economic development. Read about these programs and more by visiting www.extension.umn.edu/community.

- [Business Retention and Expansion Programs](#) help local leaders build economic development plans based on careful examination of the needs of local businesses.
- [Retail Analysis and Development](#) programs use research about the local economy and its customers to create local discussion about retaining and expanding retail businesses.
- [Tourism Development Programs](#) use research and education to help communities know and grow their tourism economy, and to maintain quality tourism experiences.

ON-LINE WEBINARS WORKSHOPS

Doing Business Online is an educational series available on-line to teach small business owners the basic tools that strengthen their online presence. The pre-recorded introductory webinars are available at www.extension.umn.edu/retail/e-marketing/.

Topics include:

- **Mobile eMarketing – the Basics**
- **Getting Found on Maps**
- **Facebook for Business**
- **Using Pinterest for Market Research**
- **Getting High on Google**

THE EXTENSION CENTER FOR COMMUNITY VITALITY makes a difference by engaging Minnesotans to strengthen the social, civic, economic and technological capacity of their communities. To read more about the Center, visit: www.extension.umn.edu/community