



# Small Business Webinar Series

Contact Lauren Mortensen at Region XII with any questions or for more information at [lmortensen@region12cog.org](mailto:lmortensen@region12cog.org) or 712-775-7814.

## How to Make More Money with Social Media: 10 Ways to Say This, Not That

**Beth Trejo, CEO of Chatterkick**

**February 2 at 6:00 p.m.**



Your social media accounts are making an impact; make sure it's the right one! Great execution is the difference between working on social media and letting social media work for you. Beth Trejo, shares her 10 dos and don'ts for posting on social media, using social media for selling, and understanding what is impactful to your community.

Register for this webinar [HERE](#).

To learn more about Chatterkick, [visit their website here](#).

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## Shop Iowa

**Cherie Edilson, CEO/Co-Founder Member Marketplace**

**February 17 at 7:00 a.m.**

Cherie Edilson will present on the Shop Iowa platform which is offered by the Iowa Economic Development Authority for small retail businesses in Iowa to sell together online. This presentation will address both the changing landscape of retail in the digital age and shopping patterns in the current COVID-19 pandemic.

Register for this webinar [HERE](#).

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## Understanding Iowa Sales Tax

**Lisa Casper, Iowa Department of Revenue**

**February 24 at 7:30 a.m.**

During this workshop learn about online sales, when Iowa tax is required, local option tax requirements, and who is considered a marketplace facilitator and their tax obligations.

Register for this webinar [HERE](#).

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## Why You Need a Website and Tips to Building a Solid One

**Michael Mitiier & Darcy Swon, Iowa SBDC**

**March 3 at 7:30 a.m.**

Your website is the foundation of all your marketing efforts. Learn why an online presence is critical for your business' success and tips to effectively build a website that will help you maximize your goals and create a solid brand experience for your customers.

Register for this webinar [HERE](#).

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## Website Platforms and How to Integrate Ecommerce

**Michael Mitilier, Iowa SBDC**

**March 10 at 7:30 a.m.**

This workshop will help you sort through the many DIY website builder platforms available for your business and tips to effectively integrate ecommerce applications.

Register for this webinar [HERE](#).

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## Grow Your Business with Google

**Darcy Swon, Iowa SBDC**

**March 17 at 7:30 a.m.**

Learn how to showcase your business and attract more customers utilizing Google's free online marketing tools.

Register for this webinar [HERE](#).

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## Do You Know Where Your Customers Are?

**Michael Mitilier & Darcy Swon, Iowa SBDC**

**March 24 at 7:30 a.m.**

Knowing who your customers are and what social media platforms they utilize is key to developing a solid social media plan. Learn how to identify key traits to strengthen your customer relationships and meet them where they are.

Register for this webinar [HERE](#).

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## I Have a Facebook Business Page... Now What?

**Michael Mitilier, Iowa SBDC**

**March 31 at 7:30 a.m.**

Top 10 tips on how to maximize your Facebook Business page and what you need to know regarding Facebook changes in 2020 and coming in 2021.

Register for this webinar [HERE](#).

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## Square Solutions: Tools to Run Your Business- Even When it is Not Business as Usual

**Martin Guerrero, Square Small Business and Community Advocacy & Darcy Swon, Iowa SBDC**

**April 7 at 7:30 a.m.**

Square revolutionized payments in 2009 with Square Reader, making it possible for anyone to accept card payments using a smartphone or tablet. Today, Square builds tools to empower businesses and individuals to participate in the economy. Sellers use Square to reach buyers online and in-person, manage their business, and access financing. Join us for an overview of all the tools Square offers to help businesses of all sizes to start, run, and grow their business.

Register for this webinar [HERE](#).

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