



EDUCATION SESSIONS

WEDNESDAY, AUG. 8

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

Presenter: Chris Equale, Director of Sales, 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:



Chris Equale has been working with local businesses for the past seven years. With a background in web development and Fortune 500 branding, he brings his web focus from the likes of Cinnabon, Wetzels Pretzels and Frito Lay to local business owners. He is Director of Sales at Broadly, following stints in professional sports with the Los Angeles Dodgers and Baltimore Orioles. He enjoys baseball games, traveling and hiking wherever he can find a trail.