

# sPIKE UP Your Business Series—Workshop #3



## Holiday Marketing Tips for Your Business



Join Keith Yurgosky, Business Consultant, The University of Scranton Small Business Development Center (SBDC) to learn how to increase your holiday sales through:

- Effective Social Media Marketing
- Easy Techniques to Drive Sales
- Economical Holiday Incentive Ideas



**BONUS:** Sonia Smith, Public Information Officer, U.S. Small Business Administration will review the 5 “MUST” promotions from Thanksgiving Thursday to Cyber Monday for small businesses, entrepreneurs, makers, and artists.

Time will be allocated for Q&A.

**Date:** Wednesday, November 4

**Time:** 8:00 am to 9:00 am

**ZOOM Link:** Received upon Registration

**Registration:** Call the Pike County Chamber of Commerce at 570-296-8700 or email [info@pikechamber.com](mailto:info@pikechamber.com)

**Investment:** No-cost for Chamber members; \$5 for future members and other attendees