



DIGITAL MARKETING 101



MARKET TO THE NEXT GENERATION OF CONSUMERS



USE YOUR RESOURCES AVAILABLE TO YOU

Digital Marketing 101



- Anything on-line/internet (Website, Social Media, Email, SEO, et...)
- Be Everywhere 24/7/365 and Available
- Facebook & Instagram (Must Be On)
- Target & Get YOUR Audience

Marketing To Millennials

- The INSTANT Generation
- Customer Experience - Being A Part and Involved in a Brand
- Visual Buyers
- New & Up And Coming Platforms

**82% of Teens
Now own an
iPhone, 84%
plan on buying**

Use Your Resources



- Benton Chamber - Chamber Nation (Part of your Membership)
- Customer Experience - Being A Part and Involved in a Brand
- Visual Buyers
- New & Up And Coming Platforms