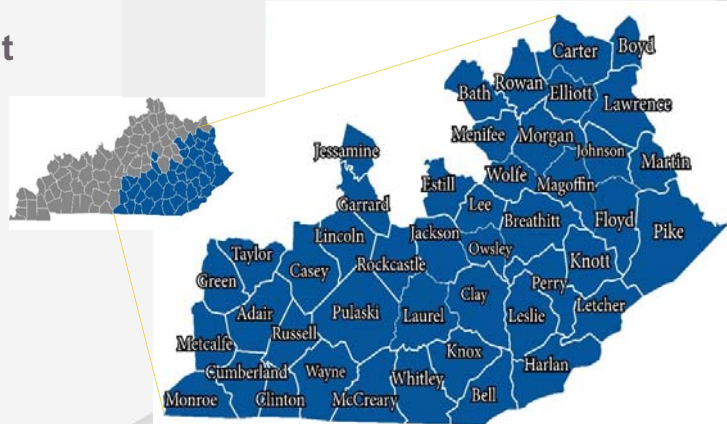




Southeast Kentucky Economic Development Corporation

Areas of Focus

- Business Recruitment
- Direct Lending
- Technical Assistance



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Our Clients

- Large Manufactures
- Professionals
- Family Entertainment
- Restaurants
- Trucking
- Machine Shops
- Convenience Stores
- Boutiques



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What is Be Boss Online

A simple, innovative and comprehensive curriculum that helps business owners feel as confident about digital marketing as they are about managing their business.

- Train the Trainer Curriculum
- Easy to Implement
- Helps your clients succeed



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Why Be Boss Online

- Taught over 500 individuals the CoreFour Curriculum
- Those students wanted more training on Digital Marketing
- No curriculums were found
- Developed Be Boss Online based on what our customers needed



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Be Boss Online

- To date – over 75 graduates
- Skill Level
 - **Extremely basic** → **Very knowledgeable**
- Everyone benefits from this class

- Campground in the Red River Gorge



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How we teach Be Boss Online

- Mobile Training Lab – 10 Laptops
- Class size: 10-15
- Meet 1x per week for 4 weeks – 3 hours per meeting
- Hands-on Work Shop Time during each class
- Private Facebook Group to stay in touch and share updates



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Be Boss Online Modules

- Getting Found on Google
- GYBO App and Insights
- Facebook for Business
- Instagram for Business
- Pinterest for Business
- SnapChat for Business
- YouTube for Business
- Twitter for Business
- Customer Service
- Local SEO
- Advertising on Facebook
- Facebook Insights
- Advertising on Google
- Retargeting Ads
- Tools
- Email Marketing
- Building a Wix Website
- Google Analytics



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Be Boss Online Modules

- Over 400 Slides
- Extensive Instructor Notes
- We teach this course – we address FAQ



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Be Boss Online Instructor Training & Support

- 3 Hours of virtual training for up to 2 instructors is included
- The slides provide the Knowledge – the training gives you the expertise to help your clients
- On-site training is available for an additional fee
- Marketing and Press Release Kit



Private Facebook Group
for questions and tips



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Quarterly Updates to make
sure you are presenting the most
current information

Be Boss Online Website

SALES@BEBOSSONLINE.COM (888) 677-6118 BUY LOG IN

BE BOSS ONLINE FEATURES BUY FAQ [SCHEDULE YOUR DEMO](#)

OWN YOUR DIGITAL PRESENCE

A simple, innovative and comprehensive curriculum that helps business owners feel as confident about digital marketing as they are about managing their business.

[LEARN MORE](#)

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BE BOSS ONLINE

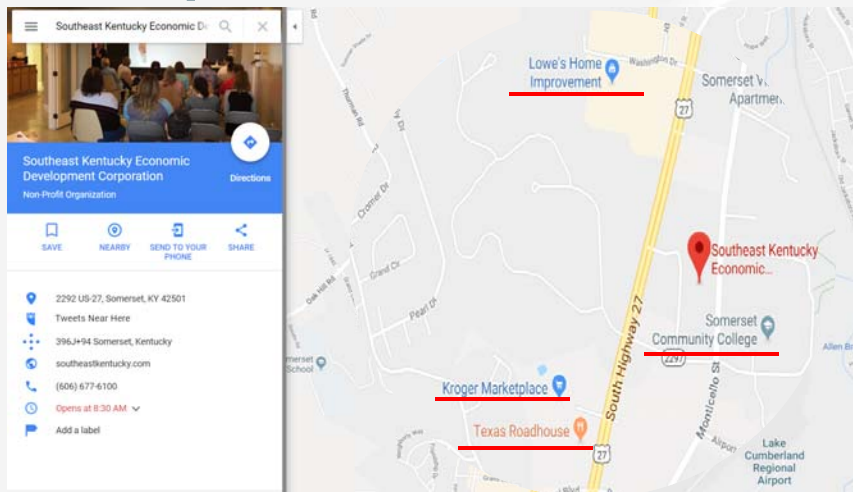
OWN YOUR DIGITAL PRESENCE

Get Your Business Online With Google



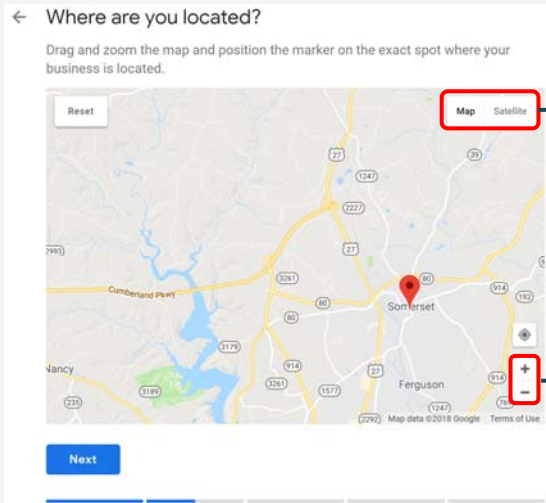
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Customers can find you when they search maps



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Place your map pin:



Switch between Map and Satellite view after zooming in to make sure the map pin is exactly over your building

Zoom by clicking + or -



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Cost of Be Boss Online

Regular Price:	\$3,000	
Available Discount:	<u>- \$1,000</u>	Discount Code bbo2018
	\$2,000	

Updates after year 1: \$1,000 / year



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