Southeast Kentucky Economic Development Corporation

Areas of Focus
• Business Recruitment
• Direct Lending
• Technical Assistance

Our Clients
• Large Manufactures
• Professionals
• Family Entertainment
• Restaurants
• Trucking
• Machine Shops
• Convenience Stores
• Boutiques
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

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
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

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
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

Be Boss Online Modules

- Over 400 Slides
- Extensive Instructor Notes
- We teach this course – we address FAQ
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
Quarterly Updates to make sure you are presenting the most current information

Be Boss Online Website

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.

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Customers can find you when they search maps
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 -

Cost of Be Boss Online

Regular Price: $3,000
Available Discount: -$1,000  Discount Code bbo2018
$2,000

Updates after year 1: $1,000 / year
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BE BOSS ONLINE
OWN YOUR DIGITAL PRESENCE

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