

NAVIGATOR LUNCH & LEARN WORKSHOPS

from the Panama City Beach Chamber of Commerce



“Reputation Management & Behavioral Targeting” By LocalEdge

NEW DATE:

Thursday, June 30

11:00 AM to 1:00 PM

FSU-PC Holley Academic Center

localedgeTM
A **HEARST** Media Services Company

▶ Today’s **Word of Mouth** is now the **World of Mouth**. Social media has the world connected, and both good and bad reviews go viral immediately. Find out how you can use **reputation management** to manage and control your business’s online profile.

▶ Behavioral Targeting is sending the **right message** to the **right audience** at the **right time**. It is sometimes referred to as “**waste-not advertising**.” Imagine if you could place a billboard on a road where only your desired client traveled...with Behavioral Targeting you can.

COMING UP NEXT: “All About Smart Apps” By LocalEdge

Wednesday, July 27

11:00 AM to 1:00 PM

FSU-PC Holley Academic Center

Stay tuned for workshop details!

**\$30 per person
for One Workshop**
**\$50 per person
for Both Workshops**
\$25 H.Y.P.E. Members
**Includes
catered lunch.**



CONTACT Marta@PCBeach.org TO REGISTER.