

BUTTE COLLEGE SBDC PRESENTS

Strategies for Restaurants to Survive in 2020 (Roadmap to Recovery)

TIME & DATE:
Wednesday
June 17, 2020
10:00 AM



Shane Barker is a digital marketing consultant who specializes in e-commerce, influencer marketing, product launches, sales funnels, targeted traffic, and website conversions to drive sales. He has consulted with Fortune 500 companies, influencers with digital products, and a number of A-List celebrities, and he is an instructor at UCLA.

Learn the crucial steps every restaurant owner needs to follow for their business to survive and thrive in the changing economy.

In this live session, you will learn:

- **Ground-level Strategies for the Survival of your Restaurant**
- **Why You Need Online Marketing Right Now**
- **How to Choose the Right Digital Channels for Your Restaurant**
- **The Most Effective Marketing Strategies to Gain Instant Results**
 - *How to Diversify Content and Media Assets*
 - *How to Make the Best Use of Social Media*
 - *Which Free Tools Are Best?*
 - *How Can Influencers Help You?*
- **Inspirational Restaurant Survival Success Stories**
 - *Major Challenges They Faced*
 - *Strategies They Implemented*
 - *Results They Gained*
 - *Pro-Tips*
- **How this Solid Foundation will Help You in the Future**

To register, please visit:

<https://zoom.asksbdc.com/StrategiesForRestaurants>



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Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Preet Ahluwalia at 916.912.6934 or email preet@norcalssbdc.org

