



Passaic County
Division of
Economic
Development



William Paterson
University
Small Business
Development Center

FREE SEMINAR

**Marketing Techniques and Social Networking –
How to Connect with Your Customers**

February 15, 2019
8:30 AM – 12 Noon

Refreshments provided by:

Location:
William Paterson University
1600 Valley Road, Wayne, NJ 07470



Welcome:
Freeholder Director John Bartlett, Esq., County of Passaic

Distinguished Speakers:

10 Keys to Spark Action & Grow a Profitable Business
Build a Marketing Foundation for an Endless Flow of Qualified Leads
Susana Fonticoba, President, Clear Path Marketing, LLC



Content Marketing: Tell Your Story & Grow Your Revenue
How to Break Through the Clutter & Attract Attention
Cecelia Henderson, President, WSI Marketing Edge



Use LinkedIn to Generate Leads: Get Noticed, Get Connected, Get Clients!
Linda Lovero-Waterhouse, Digital Marketing Strategist, WSI Web Systems



Please RSVP to the Passaic County Division of Economic Development
973-569-4720
ecodev@passaiccountynj.org
FREE VENDOR TABLES AVAILABLE

Passaic County Board of Chosen Freeholders

Passaic County Division of Economic Development

**William Paterson University School of Continuing and Professional
Education**

William Paterson University Small Business Development Center

Passaic County Improvement Authority

Paterson Restoration Corporation

Passaic Urban Enterprise Zone

Paterson Urban Enterprise Zone

Passaic County Workforce Development Board

NJBIA Passaic County ELC

North Jersey Chamber of Commerce

Greater Paterson Chamber of Commerce

Ringwood Economic Development Commission

Wanaque Economic Development Commission

Wayne Economic Development Commission

Tri-County Chamber of Commerce

The Women's Center for Entrepreneurship

