



Tuesday, May 17th
8:00 - 9:30 a.m.

Lansing Regional Chamber of Commerce
Insurance Capital Board Room
500 E. Michigan Ave. | Suite 200 | Lansing, MI 48912

Content Marketing Hacks to Drive Business Growth

Panel:

Courtney Maki, Glow Social Media
Rose Tantraphol, Moonsail North
Melissa Meschke, Michigan Creative

Moderator:

Laurie Lonsdorf, Michigan Small Business Development Center

Content marketing uses blogs, podcasts, video and social media to attract, acquire and engage customers - with the objective of getting them to act and buy.

If you're still struggling to develop or improve a content marketing strategy, take the advice from our local panel of digital marketing experts who know how to drive sales online.

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