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Eleven Complete SKED Digital Marketing Course in Prestonsburg

PRESTONSBURG, KY – Brittainy Branham, business & innovation champion at SOAR Innovation, says she doubled her nonprofit’s membership in one month, after completing SKED’s Be Boss Online (BBO) training.

Branham, also manager of Friends of Jenny Wiley, is one of 11 East Kentucky residents who attended and graduated from the 12-hour, four-day, online digital marketing course offered in Prestonsburg this spring.

She describes Be Boss Online as: “an easy-to-follow curriculum that helps business owners navigate the online marketing landscape.”

“I found the class especially helpful for the nonprofit that I manage, she said. “I have and will continue to recommend this class to all of my clients. Online marketing is important, not just because it helps you to get found online, but also because it can change the way your business is perceived by potential customers. This class will give you the knowledge and confidence you need to help your business thrive online.”

Southeast Kentucky Economic Development Corp. (SKED) brought BBO to Prestonsburg this spring. Classes were offered at Big Sandy Area Development District (BSADD) offices.

The other graduates include: Samantha West, with Prestonsburg Tourism Commission; Carl Wilson; Josh Ball, with SOAR; Jan Joseph, with Sew’N’Love Shoppe; Misha Curnutte, with BSADD; Suzanne Stumbo, with the Pikeville Extension Office; Pamela Blackburn, with Therapeutic Massage; Amy Miller, with Maid For You; Valerie Ratliff, with Dueling Barrels; and Amber Koch, with Buckhorn Children’s Center.

During BBO training, clients master: Google business search and services, Google and Facebook advertising, building a simple website, understanding analytics and using social media.

SKED Small Business Training Director Amanda Kelly describes BBO as: An always current, turn-key digital marketing curriculum that allows you to help clients grow their bottom line by owning their presence on the internet.

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“Our simple, innovative and comprehensive curriculum will help business owners feel as confident about using the internet and social media as marketing tools as they are about managing their business,” she said.

The BBO curriculum is customizable and includes four courses, each three hours long, packed with valuable digital marketing how-to information that will produce results for small businesses. But clients are not limited to that lineup: The curriculum modules can be separated into one-hour lunch-and-learn sessions, or even two-hour specialty courses on social media. It’s completely customizable to meet each client’s needs.

“We want to put East Kentucky small business owners on the same “playing field” as businesses across the country,” Kelly added. Be Boss Online has the potential to give our small business owners the same growth potential as others in more populated areas, because we’re teaching them the tools to market their products and services in ways they once could only dream of.”

Be Boss Online classes are currently under way in Corbin, Ky. Registration is now open for a second Corbin class set to be offered: June 6, 13, 20 and 26 at Corbin City Hall.

For more information about BBO, contact Kelly at Amanda@bebossonline.com , by phone at (606) 677-6119 or visit the website: www.bebossonline.com.

SKED is a nonprofit economic development organization and has been designated a CDC by the U.S. Small Business Administration. The organization was formed 33 years ago by Fifth District Congressman Hal Rogers to create jobs in Southeast Kentucky. Its corporate office is based in Somerset and serves a 45-county service region. A staff of nine professionals works with business owners, small and large, to identify financing solutions to fund their location, expansion and working capital needs, and provide them the technical assistance and training they need to succeed. For more information about SKED, visit our website: www.southeastkentucky.com.

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CUTLINE: Prestonsburg BBO graduates are pictured back row from left: Samantha West, Carl Wilson and Brittainy Branham; front row from left: Jan Joseph, Misha Curnutte, Suzanne Stumbo and Pamela Blackburn. Graduating but not pictured include: Josh Ball, Amy Miller, Valerie Ratliff and Amber Koch.