

Latte and Learn

Digital Advertising



Get answers to the question "How can I advertise more effectively?"

with Chris Muldrow of Fredericksburg Today

Longtime digital publisher Chris Muldrow will talk about digital advertising and marketing and how you can use online tools to reach out to potential customers.

Chris will go over the basics of how online ads work, what you need to know before you go shopping for online advertising and how to measure what kinds of results you're getting. He'll also answer questions about what the future holds for online communications for businesses and what you should be looking out for.

You'll learn

- how online ads work
- what you need to know before you go shopping for online advertising
- how to measure results



Registration required | Members \$10 | Non Members \$20

REGISTER ONLINE — faarmembers.com/calendar and login to our registration system.
OR BY FAX — complete the registration information below and fax to (540) 736-0301.



Name _____ Company _____

Phone _____ Email _____ Total (\$) _____

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