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Ashland BBO Graduates Learn Social Media Marketing

ASHLAND, KY – Brick and mortar, online and gift shop consigning businesses all have one thing in common: They need to market their products and services to the greatest number of people at the least amount of cost to them. That’s why Be Boss Online exists, and that’s why folks across Southeast Kentucky are participating in its courses and discovering new ways to share in and achieve those goals.

Five business owners and aspiring entrepreneurs completed Southeast Kentucky Economic Development Corporation (SKED’s) BBO course earlier this month offered at the Morehead State University Ashland Campus in Ashland, Ky. The training was sponsored by PNC Bank of Ashland.

Johns Skaggs took the class to learn new digital marketing and social media tips for the handmade soap business he operates with his wife, Marti, in Grayson, Ky. The couple makes natural soap products in the tradition of Appalachia. They currently sell their products in a number of different locations including: the Kentucky Artisan Center at Berea, Ky. and at numerous Kentucky State Parks. They’ve had a Facebook page since 2010, but needed tips to enhance its use.

“This training was great,” Skaggs said. “I discovered many new tools to assist with our online marketing.”

Angy Ross took the course to learn how to market her photography business.

“I learned a lot of useful tools and new websites available to grow businesses,” she said. “I’ve enjoyed the engagement of the class. It’s not just listening to a program or (watching) slides. I received actual hands-on help.”

The other Ashland BBO graduates include: Mike Maynard, Hillcrest-Bruce Mission; Andrea Hunt, The Herb N Stone Tea Shop and Kayla Keeton, Morehead State University Small Business Development 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.

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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.

“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.”

SKED’s training staff is currently scheduling new classes for 2020.

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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Five men and women from the Ashland, Ky. area earned certificates of completion from SKED's Be Boss Online Digital Marketing Class last week in Ashland. Graduates are pictured from left: Mike Maynard, Hillcrest-Bruce Mission; Angy Ross, GurlzRock 2/Angy Hall Ross Photography; and John Skaggs, Brammer Gap Soap Kettle; Not pictured but also graduating were: Andrea Hunt, The Herb N Stone Tea Shop and Kayla Keeton, Morehead State Small Business Development Center.