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## East Kentucky Business Owners Learn Online Marketing Strategies at SMARTS 2.0

MOREHEAD, KY – Developing and managing an online presence can be daunting for many small business owners. That’s why Southeast Kentucky Economic Development Corporation (SKED’s) 12-hour course – SMARTS 2.0 - is designed to help them navigate, simplify and utilize social media, online marketing and more to advance their businesses in an ever-changing digital economy.

Thirteen Eastern Kentucky men and women took advantage of the course recently and earned certificates of completion for classes held at the Innovation Launchpad in Morehead, Ky. The Kentucky Innovation Network and the Small Business Development Center were co-sponsors for this class.

The three-hour, four-session course is concentrated on utilization of the internet to increase a greater customer base and make online marketing easier and more successful. The program is focused on existing and startup businesses. Topics covered include: getting found online, utilizing Google and social media for advertising, building a website and building an online brand.

These students came to the class with varied experience in the topics discussed.

Betty King was wary about the skill level required but pleasantly surprised at the teaching methods. “I was afraid it would be over my head, but it wasn’t. It was very understandable,” said King, who works for C. Roger Lewis Insurance Agency.

Susan Armstrong attended to learn how give her craft store a leg up on the competition. She was pleased with the information she received. “Amanda and Kyle did an excellent job! I

# Southeast Kentucky Economic Development



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now have more confidence in using the tools they taught us,” said Armstrong, owner of Quilter’s Candy Shop in Morehead.

Other graduates include: Angela Evans, with Bradsey WebWorks, LLC in Grayson, Ky.; Curtis Owens, owner of Owens Insurance Agency in Morehead; Chad Justice, of Line-X of Morehead in Morehead, Ky.; Sasha Hawkins, with C. Roger Lewis Agency in Morehead, Ky.; Tina Holbrook with Morehead Tourism; Jeff Stamper, owner of Stamper’s SoundWorks in Morehead, Ky.; Keith Moore with Innovation Launchpad in Morehead, Ky.; Bill Plutnick, owner of Swiss Metrology in Owingsville, Ky.; Tracy Pearce, with Mt. Sterling Tourism, in Mt. Sterling, Ky.; Brenda Walters of Paris, Ky.; and Amy Miller with Maid for You located in Flatwoods, Ky.

SKED Small Business Training Director Amanda Kelly teaches the classes, along with Small Business Training Specialist Kyle Smith. Kelly, who also teaches *SKED’s Entrepreneurial SMARTS small business training program* and leads LINK Southeast Kentucky, developed SMARTS 2.0 as a way to give SKED’s Entrepreneurial SMARTS graduates a follow-up course, if you will, to the small business training class.

Kelly describes the Morehead class as: awesome. “We were fortunate to have a very engaged group of business leaders who were as interested in growing their businesses as they were in helping each other grow, Kelly said.

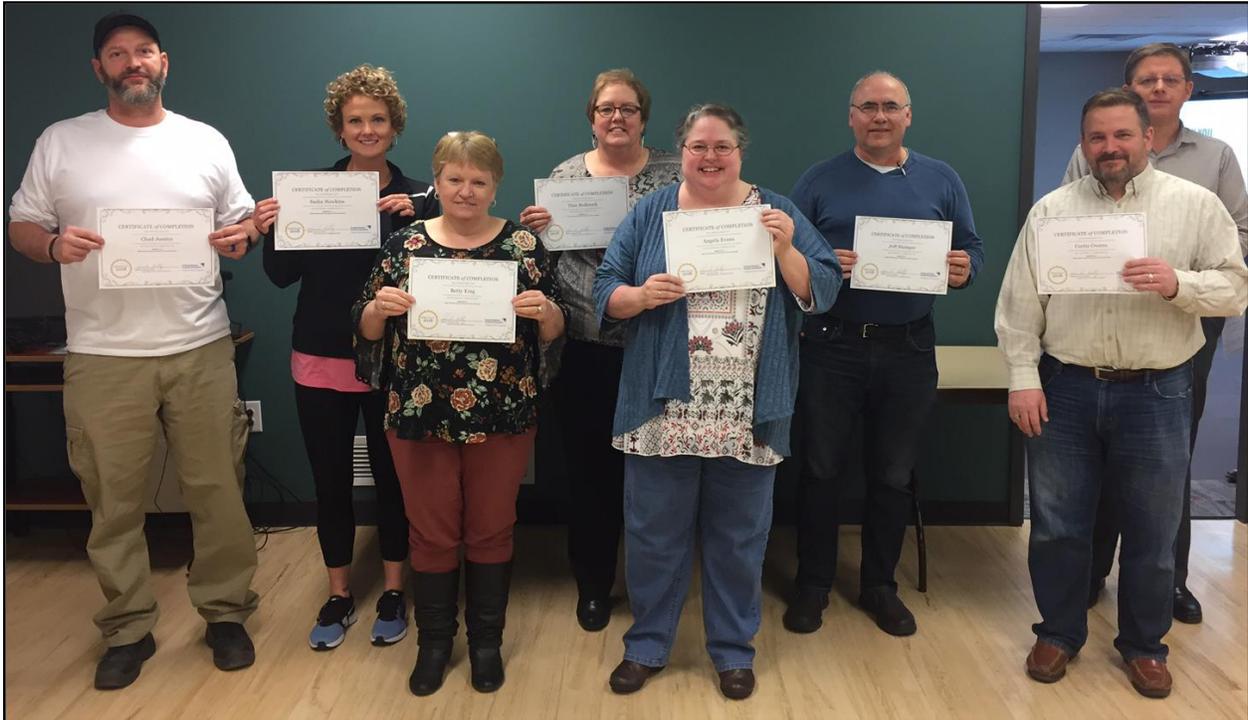
Future SMARTS 2.0 courses are currently being planned to cater to local small business owners’ needs. For more information about 2.0, contact Amanda Kelly at [akelly@centertech.com](mailto:akelly@centertech.com). For more information about SKED, visit: [www.southeastkentucky.com](http://www.southeastkentucky.com).

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*Formed 31 years ago by Fifth District Congressman Hal Rogers to create jobs in Southeast Kentucky, the economic development organization, based in Somerset, serves a 45-county region in Kentucky. Staff works with business owners, small and large, throughout its service area to identify financing solutions to fund their location, expansion and working capital needs.*

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Morehead SMARTS 2.0 graduates are pictured front row from left: Betty King, with C. Roger Lewis Insurance Agency in Morehead; Angela Evans, of Bradsey WebWorks, LLC in Grayson, KY; Curtis Owens, owner of Owens Insurance Agency in Morehead; back row from left: Chad Justice with Line-X of Morehead; Sasha Hawkins with C. Roger Lewis Agency, Morehead Tina Holbrook, with Morehead Tourism in Morehead; Jeff Stamper with Stamper's SoundWorks of Morehead KY; and Keith Moore, Innovation Launchpad, Morehead. Graduated but not pictured are: Bill Plutnick, owner of Swiss Metrology, in Owingsville, Ky. Susan Armstrong with Quilter's Candy Shop in Morehead; Tracy Pearce, with Mt. Sterling Tourism in Mt. Sterling; Brenda Walters of Paris, Ky., and Amy Miller with Maid for You in Flatwoods, Ky.