

# HyperTech Webinar: Creating a Paid Ads Strategy for Your Business

Learn from a technology expert on how to create a paid ads strategy in order to reach new customers and generate new sales for your business

**Wednesday, May 12, 10:00-11:30am - Sign up today!**

Paid marketing channels are a great way to build awareness, generate leads, and promote your business — but where do you start and what channels are the best for your business?

Attendees to the HyperTech webinar will leave with a clear understanding of the various paid ad opportunities which are available to small and medium sized businesses today and how to stay competitive in an increasingly digital market.

This seminar is for business owners or marketing staff who want to learn how to start or optimize their paid advert strategy.

## DURING THIS WEBINAR WE WILL COVER:

- An overview of the various paid ad platforms to choose from: Facebook, Instagram, Google, Bing and Social Shopping Ads
- Using online advertising to drive sales
- How to measure success and ensure the paid ads are working for you and your business
- Budgeting for your paid ads strategy



## Who is it for?

For small to medium-sized companies in non-tech industries looking to grow their customer base and business revenue by implementing social media tools and tactics.

## Cost

The HyperTech webinar is free for participants.

## The Presenter

Christine Pilkington is the founder of Crisp Media, a Vancouver-based digital media and marketing agency specializing in online marketing and business transformation through digital platforms.

Over her 20-year career, Christine has worked with Rogers, BMW, Chapters Indigo, Chevrolet, BuildDirect.com and more. Experienced in all areas of digital marketing, Christine specializes in customer acquisition, lead generation and nurturing through content, social marketing and digital advertising. She has worked closely with local businesses, including e-commerce, tourism, and service based companies, to grow their business through marketing and technology optimization.

## To Learn More

- Register your attendance [here](#)
- If you have any questions, email [hello@wearebctech.com](mailto:hello@wearebctech.com)