

# Business Development Series

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## SESSION ONE

**March 3, 2022 1-4 p.m. Grand Ely Lodge Conference Room**

Goal Setting, Creating a Marketing Plan, Marketing Basics and New Trends in Marketing. Website Basics.

## SESSION TWO

**March 17, 2022 1-4 p.m. Grand Ely Lodge Conference Room**

Local Search, get found by locals and tourists/visitors through local/mobile search results. Google Business and other marketing tactics.

## SESSION THREE

**March 31, 2022 1-4 p.m. Grand Ely Lodge Conference Room**

Social Media Marketing strategies. New Trends and Tips. Content Ideas.

Leading the sessions is Molly Solberg, owner of MAS Marketing in Duluth. Molly has lead a number of workshops in the Ely area and always provides cutting edge information to help businesses improve their visibility and reach a broader clientele.

Molly has 19 years of experience in Marketing, PR, Sales, Social Media and Digital Marketing. She was the Director of Sales and Marketing at Duluth Pack for 10 years, and the Marketing Manager for the historic Kitchi Gammi Club.

**Ely Chamber of Commerce  
Information & Visitor Center**

1600 E. Sheridan Street

Ely, Minnesota 55731

Phone: 218-365-6123

Email: [director@ely.org](mailto:director@ely.org)

**All sessions are offered free of charge by the Ely Chamber of Commerce. You do not need to be a Chamber member to attend. It is not necessary to attend all three sessions, however, each session does compliment and build on the previous one. Sessions are limited to 25 people. Preregistration is required. Please contact 218-365-6123 or [director@ely.org](mailto:director@ely.org) to reserve your space.**

