

join  
us

Town of Pike Road  
**ENHANCE**  
initiative   
*creating quality of life*

reserve  
your seat  
today!



*this quarter's program is sponsored by*

**ASE Credit Union**

*lunch will be from*

**Bishop's BBQ & Country Deli**  
at the John Hall Store

The Pike Road Business Association,  
in partnership with  
OutReach at Auburn Montgomery,  
invite you to attend the next

**Lunch & Learn**

**Thursday, July 27, 2017**

**11:30 a.m. to 1:00 p.m.**

**Pike Road Town Hall, 9575 Vaughn Road**

**Presentation: "The Power of Video Marketing for Small Businesses"**

**Speaker: Matt Pavlick**  
**VP of Marketing, Bell Media**

Video marketing has undoubtedly been the hottest marketing trend of 2017 and for good reason. We're now spending multiple hours per day on our digital devices consuming videos on YouTube, Facebook, Instagram and Snapchat. So much, that we're seeing consumers cutting cable TV at an alarming rate, social media news feeds updating their algorithms to show more videos and marketers shifting their marketing dollars to video production and marketing. Matt Pavlick will discuss the explosive growth of online video consumption and how small business can take advantage of this trend to market their business. Matt will break down the many benefits of producing and marketing a video for your business, including the following:

- Improve social media engagement and reach
- Increase website traffic and time on site
- Influence consumers on their path to purchase
- Increase conversion rates and ROI
- Serve as a powerful recruiting tool to attract top talent

Having a video is no longer a want or desire. It's an absolute necessity for your digital marketing strategy.



Seating is limited, and lunch is provided.  
Please reserve your seat by visiting  
[www.pikeroad.us](http://www.pikeroad.us)!



**OutReach**  
at AUBURN MONTGOMERY

*Engaging the Spirit of Community*