



# Digital Marketing with Lindsay Sims McKee

May 7, 2024

9:00am - 10:00am

*Entrepreneur  
and  
Educator*

Presented by  
The Lakewood Chamber of Commerce  
in partnership with the City of Lakewood



# Small Business Education Series



## Presentation and Q&A

Lauren Small *CEO of the Lakewood Chamber of Commerce*, Introductions

Lindsay Sims McKee, Speaker



*Speaker*

**Lindsay Sims McKee, Entrepreneur and Educator**

Lindsay Sims McKee is a certified digital marketing professional and dedicated educator and mentor. With over 15 years of marketing experience, she prides herself on her ability to demystify digital marketing for entrepreneurs and making significant strides in transforming small businesses.

Professionally, she is also the COE of a digital marketing company which works with small businesses across the country, helping them clarify and communicate their brands while also educating their customers on why they should buy from them. She has been featured in Huffington Post, The Atlantic, Crain's Cleveland Business, Cleveland Magazine, and Fresh Water Cleveland. She was featured on the cover of Smart Business Cleveland representing Women Who Excel.



## During the event, Lindsay discussed:

- Ways to develop a results driven digital marketing strategy to position a small business for success
- How to use social media to leverage a brand
- The basics of Google Ads
- Optimizing a business website for getting found on Google
- Customer focused content creation
- E-mail marketing strategies

Through her work, Lindsay teaches how to harness the power of digital marketing and social media to drive business success.

## Thank you to our speaker

### Lindsay Sims McKee

Entrepreneur and Educator, Digital Coach

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### Steve Meka, Lakewood Chamber of Commerce Board Member and Vice Chair, Education Committee

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