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Boost Your Marketing with Canva, MailChimp, Free Options

Maine Adult Education Association conference, 21 June 2023



1. Consistency, Availability, Simplicity
2. Make sure contact information is easy to find all over your website and social media accounts. Location photos are a big help too.
3. When looking up your program on Google Maps and you want to make changes, whether with photos or an address, click on “Suggest an edit.”
4. “How to Add & Import Contacts to a Mailchimp Audience Using Excel or Google Sheets (2023)”

[https://www.youtube.com/watch?v=\\_szt9bzS08](https://www.youtube.com/watch?v=_szt9bzS08)

5. ”Canva Tutorial: Inserting Hyperlinks in your Designs”

<https://www.youtube.com/watch?v=rbt8n4Bk4Cs>

5. “How to Create a Hyperlink Post on Facebook”

<https://www.youtube.com/watch?v=CcTvwX7aUO8>

6. Erin Towns Photography

<https://erintowns.me/>

7. Free QR code generator (lots of them exist)

<https://www.qrcode-monkey.com/>