



# Lunch & Learn

## Analytics for Small Businesses: + Understanding What's Working in Your Marketing

Many small businesses invest in marketing but are unsure what is actually driving results. This session introduces simple, free tools that help business owners understand how customers find their business, how visitors interact with their website, and which marketing efforts generate real leads.

Join our Lunch and Learn and leave with a clearer understanding of how to measure marketing performance and make smarter marketing decisions.

**Wednesday, April 8th, 12:00-1:00pm**  
**Garden Kettle**  
**8049 Market St.**  
**Boardman, OH 44512**

*\*This is a FREE event, but we request you RSVP*  
330-744-3111 • [info@youngstown.bbb.org](mailto:info@youngstown.bbb.org)



**with Ryan Peplowski**