

**FOR HACKENSACK RESTAURANTS, RETAIL & SERVICE BUSINESSES.
LEARN HOW TO GROW YOUR BUSINESS**

The Main Street Business Alliance, in partnership with the Johnson Public Library, hosts meetups for local businesses, focusing on sales, marketing, social media, and finance. These gatherings offer valuable insights and networking opportunities to foster business growth in the Hackensack community. Experts in each subject will guide you!



JOHN T. PETERS
EXECUTIVE DIRECTOR, MSBA

FREE **FREE TO ATTEND.**
REGISTRATION ENCOURAGED.

Date	Title
APR 11	Understanding the MSBA and how we can help you. Including how we can promote you & available grants.
MAY 9	Maximizing Social Media Presence & how the MSBA can promote you
JUNE 13	Effective Local Marketing Techniques- Engage the residents in the new buildings!
JULY 11	Financial Management for Small Businesses- plus networking

Date	Title
AUG 8	Improving Online Reviews and Reputation Management- plus networking
SEP 12	Creating Engaging In-Store Experiences- plus networking
OCT 10	Utilizing Google My Business- plus networking
NOV 14	Marketing for the Holidays and how the MSBA can promote your offers!

Topics Subject to Change



BENEFITS OF ATTENDING

- **FREE** TO ATTEND
- LEARN HOW TO TAKE ADVANTAGE OF ALL THE MSBA OFFERS
- GAIN EXPERT INSIGHTS KNOWLEDGE AND STRATEGIES
- LEARN PRACTICAL APPLICATIONS TECHNIQUES AND BEST PRACTICES
- NETWORKING OPPORTUNITIES
- INTERACTIVE FORMAT, LIVE DISCUSSIONS, CASE STUDIES, AND REAL-WORLD EXAMPLES

WHEN & WHERE

- **WHEN: 2ND THURSDAY OF EVERY MONTH.**
- **TIME: 1 - 2:30 PM**
- **WHERE: JOHNSON PUBLIC LIBRARY IN HACKENSACK**
- **274 MAIN STREET**
- **COST: FREE**
- **REGISTER AT DOWNTOWNHACKENSACK.ORG**

OUR PARTNERS

