



YANCEY COUNTY
ECONOMIC DEVELOPMENT COMMISSION

Jamie L. McMahan, NCEDA, AICP, NREDA
Planning & Economic Development Director

5 July 2018

PRESS RELEASE – FOR IMMEDIATE RELEASE

**Burnsville Main Street Merchants Breakfast on July 17 to Feature
Course on Social Media and Digital Marketing for Local Businesses**

The monthly Burnsville Main Street Merchants Breakfast series sponsored by Mayland Small Business Center, Town of Burnsville, and Yancey EDC will resume on Tuesday, July 17th at 7:30 a.m. at the Burnsville Town Center. Following a light breakfast attendees will hear a presentation by marketing expert Matt Remillard of Ascension Media focusing on social media and digital marketing. Remillard will share with merchants in attendance how to take their business promotion from average to amazing with tools from this event.

In addition to running his own company for marketing, brand development, web design and video/audio production for the last fifteen years, Matt has also worked in many environments as a technical problem solver. His company's primary function has been to assist executives in utilizing all tools at their disposal to create promotion and live coverage for events and businesses alike. Matt's presentation on July 17th will feature:

- in-depth training on social media and digital marketing,
- marketing strategies to increase business and tourism,
- efficient implementation of a successful marketing strategy,
- community-wide solutions to draw families to Burnsville,
- community marketing themes to create a Burnsville brand, and
- a follow up Q&A session for attendees.

All local merchants are welcome to attend the presentation on Tuesday morning, July 17th at 7:30 a.m. at the Burnsville Town Center.

113 Green Mountain Drive, P.O. Box 246, Burnsville, NC 28714
(828) 682-7722

Jamie.McMahan@yanceycountync.gov

###

113 Green Mountain Drive, P.O. Box 246, Burnsville, NC 28714
(828) 682-7722
Jamie.McMahan@yanceycountync.gov