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FOR IMMEDIATE RELEASE

Rio Grande City EDC Hosts Lunch & Learn Workshop

Rio Grande City, Texas (April 18, 2017) — The Rio Grande City EDC held an informative Lunch & Learn workshop at the Holiday Inn Express in Rio Grande City. Guest speaker, Rigo Gomez, CEO and owner of Millennial Revenue presented information to local small business owners using social media as a tool to market and increase customers and sales.

“With the various social media platforms available, small business owners have the ability to gain customers by connecting with them, establishing loyalty and potentially expand their customer base,” said Mr. Gomez.

The workshop covered a wide range of topics such as: social media platforms available, the best platform for your type of business, target demographics for each platform, how to effectively utilize content for free advertising, the benefits of paid advertising and the importance of maintaining your business brand.

The Rio Grande City Lunch and Learn is a series of business education workshops for local small business owners in Rio Grande City. They take place over lunch and are an informal opportunity for small business owners to learn skills through a wide variety of business topics.

For more information on upcoming Rio Grande City EDC events, follow us on Facebook or visit www.rgcedc.org and sign up for the Rio Grande City EDC newsletter.

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Photo caption: Rio Grande City Lunch & Learn workshop