

2024 WEBINAR SERIES

DIGITAL MARKETING FOR WOMEN-OWNED BUSINESSES

5 SERIES X 120 MIN

12:00 PM - 2:00 PM (PT)

The 5 topics covered:

- Apr 11 | Email Marketing Essentials
- May 1 | Defining Your Audience
- Jul 11 | The Power of Connections
- Aug 8 | Paid, Earned, and Owned Media



Patty Ross
CEO & Founder
Golden State Marketing



Patty Ross has well over 20 years experience in marketing and has been in the online space since 1998 where she developed an e-commerce program for a gourmet gift company into a million dollar business. She has marketing coaching and full service clients in financial, legal, education, health and beauty, wine, motorsports, e-commerce, coaching, landscape design, cbd/cannabis, restaurants, transportation and logistics, political activism, non profits and more. Golden State Marketing and her other business, California Wine Marketing, were founded in 2006. Patty enjoys speaking on various marketing topics to help business owners understand the importance of marketing their brand online and offline.

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