

DEFINE YOUR DIGITAL BLUEPRINT: CLOSING THE SALE DIGITALLY



SABRINA MATERA
NJSBDC CONSULTANT



22 OCT.
2026

Start at
6:00 PM



**Ringwood
Public Library**

YOU'LL LEAVE WITH:



A practical checklist of the calls to action your digital storefront needs



Fewer lost visitors by removing the friction that stops them from acting



Trust at the moment of decision through proof, messaging, and follow-up

WHO SHOULD ATTEND:

Business owners and entrepreneurs, whether launching a new brand or refining an existing one, who want their online presence to bring in inquiries, bookings, and sales.

REGISTER ON EVENTBRITE

NJSBDCWPUNJ.EVENTBRITE.COM

Questions? sbdcwpu.com | (973) 321-1378 | sbdc@wpunj.edu



U.S. Small Business
Administration



Disclaimer: The New Jersey Small Business Development Center (NJSBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), Rutgers Business School (RBS), New Jersey Business Action Center (NJBAC), as well as other public/private sector sponsorships and grants. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. NJSBDC programs and services are provided in a nondiscriminatory manner and are open to all individuals, regardless of sex or affiliation, who are legal residents or citizens of the United States.