

## Focus on Marketing

Now is the time to plan your marketing strategy for when your industry is released from stay-at-home orders. Here are some efforts to help you.

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Facebook's [Small Business Grants Program](#) goes live tomorrow for Detroit Area.

### Eligibility:

- Be a for-profit company
- Have between 2 and 50 employees
- Have been in business for over a year
- Have experienced challenges from COVID-19
- Be in or near a location where Facebook operates

It is part grant and part ad credits. I would assume it is mostly ad credits.

Here is the [Application Guide](#).

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SCORE is sponsoring a Free summit, called [The Rise Up Online Summit](#) with Pete Vargas.

The Rise Up Online Summit is a gathering of over 50+ successful Entrepreneurs, CEOs, Business Leaders, Financial Experts, Professional Coaches, and Mindset Masters who have been through moments like this in their business journey and are here to help you succeed right now!

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## Google Livestream

This livestream has the tools, tips, and resources that help businesses keep running remotely. Using products such as Google My Business, Google Ads, Google Meet, and YouTube, we'll share how to update critical business information online to keep customers informed and how to host virtual meetings and events from anywhere.

**Livestream: Manage Your Business Remotely in Times of Uncertainty**

Wednesday, May 6, 2020

12:00 PM - 1:00 PM ET

Registration link: [g.co/grow/smallbizlivestream](https://g.co/grow/smallbizlivestream)

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## SBA and SCORE Webinars

Both SBA and SCORE offer a number of free webinars and articles to help small business.

Here is a small example of some of the topics:

- [Marketing Advice to Combat an Economic Downturn](#)
- [Navigating Long-Term Uncertainty and the Aftermath of Disruption](#)
- [Five Sources of Quick Cash for Your Small Business.](#)

And the fundamentals:

- [Accounting](#)
  - [Employee recruiting and retention](#)
  - [Pricing](#)
  - [Strategy](#)
  - [Marketing](#)
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**[Michigan SBDC Webinars and On-Demand Library](#)**

- **April 24 at 2 PM - COVID-19 Conversations: Get a Grip on Your Cash Flow**  
Minimize the flow of cash OUT of your business and maximize the flow of cash coming in
  - **COVID-19 Conversations: Cybersecurity** Watch On-Demand  
Learn about the many different cyber scams that have emerged during COVID-19
  - **COVID-19 Conversations: Paycheck Protection Program - Loan Forgiveness** Watch On-Demand  
Applied for the PPP Loan, but have questions about how to calculate the forgiveness amount? This webinar is for you!
  - **COVID-19 Conversations: What to do Today, Tomorrow, and the Rest of this Week** Watch On-Demand  
Join us for a clear vision of the path ahead to navigate the small business stimulus programs
  - **COVID-19 Conversations: Resources for Sole Proprietors** Watch On-Demand  
Address the challenges unique to sole proprietors and help you find some of the answers you need.
  - **COVID-19 Conversations: Human Resources** Watch On-Demand  
Communicating with your employees, modifying schedules and work locations, and updates on unemployment coverage.
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## **Opportunities:**

### **State of Michigan Capital Access Program**

### **Nav's Small Business Grant**