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CITY OF LONG BEACH AND LONG BEACH MAIN STREET HOST DIGITAL MARKETING WORKSHOP FOR LOCAL BUSINESSES

Long Beach, MS, October 7, 2025– The City of Long Beach, in partnership with Long Beach Main Street, is hosting a free workshop to help local businesses strengthen their digital marketing strategies and boost visibility in an increasingly online world.

The event, titled “Learn the Power of Digital Marketing: Small Tactics That Make a Big Impact,” will take place on Monday, October 13th at Long Beach City Hall Meeting Room, located at 201 Jeff Davis Avenue. Doors open at 8:30 a.m., and the session begins at 9:00 a.m.

Award-winning Creative Director and Brand Strategist Cece Shabazz will lead the session, sharing practical, data-driven strategies designed to help businesses market smarter not harder. Attendees will learn how to clarify their message, strengthen their brand identity, and connect with customers in meaningful ways using simple, effective digital tactics.

“We’re excited to bring this kind of hands-on learning opportunity to our business community,” said Mayor Tim Pierce. “Workshops like this empower our local entrepreneurs with real tools and ideas that can help their businesses grow, which in turn strengthens our downtown and overall economy.”

Sponsored by Memorial Health System, the workshop is open to all small business owners, entrepreneurs, and marketing professionals. Complimentary coffee will be provided by Bankhouse Coffee, with refreshments from Radish and Dolce Bakeshop.

Participants can register by scanning the QR code on the event flyer or emailing lbmsmainstreet@gmail.com

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