

Grow Your Business in 2010 **Social Media Marketing Seminars**

Presented by marketers who have been using Search Engine Marketing for their clients for over 5 years.

Social media is no longer marketing's hot new trend. It's an integral part of today's marketing mix.

Get on the right track. Attend our Social Media series of 3 interactive seminars starting Tuesday, February 2, 2010, 7:30 a.m.-8:30 a.m. (Registration 7-7:30 a.m.)

Session 1: Now what do you do with all those friends?

- Understand the hierarchy of social marketing
- Identify/recognize marketing opportunities
- Create a Social Media strategy based on marketing objectives
- Make Social Media part of your marketing mix

Session 2: Learn Social Media tactics you won't find in a book

- Understand Social Media etiquette
- Find your target market
- Communicate your message on Social Media to your target market
- Writing for Social Media: Write right and tame your message

Session 3: Take your marketing to the next level

- Brand expansion – keeping your message consistent
- Social Media image management
- Geographical targeting
- Measuring your return – how to get real results and use them to improve your message

Details:

Fee: \$25 a session or \$60 for all three. (Continental breakfast included, fee collected at seminar registration, 7-7:30 a.m.)

When: Tuesdays, February 2 and February 9, and Wednesday, February 16, 2010

Where: The Tower Club

One Financial Plaza, 28th Floor, Fort Lauderdale

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