



For Business: Mapping Out Your Social Media Marketing Strategy

You've created a blog, have 300 Facebook fans, a LinkedIn group and videos on YouTube...now what?

In order to take advantage of the tremendous power of social media, you need to start with a hands-on approach. This workshop will give you a plan, the tools and the know-how to make these new marketing tools work for you and your business.

The goal of this half-day social media workshop is to take you beyond the "now what" phase and have you putting social media to work in your business. You'll learn practical tools, techniques and ideas that you can use today to create and deploy your social media strategy.

What you will learn:

- How to determine which social media channels will best fit your audience and objectives
- What metrics are important and how to measure social media in your business
- How to put together a social media strategy and tactical plan to put social media to work immediately
- How businesses have successfully used social media and what you can apply from their successes
- Where social media fits in the consumer purchase and business sales process and how you can leverage it for brand feedback

Who Should Attend:

- Business-to-Business marketers seeking to develop a community with their clients and leverage social media to grow their vertical market share
- Business-to-Consumer marketers seeking a competitive edge by understanding and mobilizing their customer base on the Internet through social media vehicles
- Corporate marketing managers and directors responsible for charting the course for the next generation of marketing in their business
- Advertising agency professionals responsible for bringing the latest marketing solutions to bear on their clients' marketing challenges

Date

October 20, 2009

Time

8:00a.m. to 12:00p.m.

Location

Bayfront Convention Center
1 Sassafras Pier
Erie, PA 16507

Sign up today ▼

For more information or to register, visit www.emarketinglearningcenter.org.

Hosted in partnership with the Nonprofit Partnership, this workshop is a Pre-Conference E-marketing Institute held on the day before the Nonprofit Partnership's 2009 Nonprofit Day conference.



Learn to compete in the digit@l economy