

SOCIAL MEDIA

Small Business Sales and Marketing Workshop

Hands-On, How-To Session

- Facebook Business Options
- LinkedIn Profile
- GooglePlus
- Blogs: Creating Content and Posting Your First Blog
- Twitter Account: Send your First Tweet
- QR Codes: How to Best Use Them
- Create Your Own YouTube Channel and Upload a Video

Develop Your Brand, Expand Your Reach, and Increase Sales

By honing your message, becoming more technologically proficient, and using multiple communication channels, you will reach the Millennials, as well as the Baby Boomers and Gen Xers.



A New Marketing Necessity

Most small businesses in America feel pretty good about their website and have begun to explore their Facebook options. But what about the whole Social Media experience? A recent survey found that in the U.S. alone, 55.6 million adults visit social networking sites at least once a month. When used properly, social networks can be a great tool to help your business reach untapped potential customers and stay connected to current ones.

Where does Social Media fit into your sales and marketing strategy? How difficult is it? What are your time commitments? What are your different options, and how do you get started? During this one day workshop we not only answer your questions, but put you to work to actually get started.

Dealer owners, managers and salespeople are required to bring their laptops and smart phones. We will help them set up their Facebook Business Fan Page, LinkedIn Account and Profile, QR code, Twitter Account, Blogger Account, and YouTube Channel. Participants will shoot, edit and upload their first video. In addition to this day long training class, participants attend a one hour webinar prior to the classroom session to review expectations and technology requirements.