

SOCIAL MEDIA WORKSHOPS WINTER/SPRING 2012

How to register for any of the Social Media Workshops:

By Phone: 513.932.8145

Online: click [HERE](#)

Introduction to Social Media Marketing	Includes an overview of four key SM platforms that most business should integrate into their marketing strategy.	Feb. 15	1:00-3:00pm	\$69
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Topics included in this seminar:

- What is Social Media and why is it important for your business?
- The importance of integrating social media platforms into your marketing program
- How to create a Strategic Social Media Plan
- The four key platforms for any small business: Facebook Pages, Twitter, LinkedIn & YouTube

Social Media Hot Topics Forum	Current trends in Social Media marketing will be discussed, such as location based marketing, mobile marketing, QR codes, etc.	Feb. 29	11:30am-1:00pm	\$49 (box lunch)
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Topics included in this Forum:

- Red hot Social Media trends for 2012
- Includes: Gaming Theory & Apps, Location-Based Marketing tools (Yelp, Foursquare), QR Code Marketing, Google Apps and other up-to-the day hot topics
- Q&A session – Let's Talk!

Facebook Page Creation-Intro Level Hands-on lab	Introduction to Facebook page development for businesses and organizations. Basic setup, administrator settings, customization options, how to add fans. Filled with how to's.	Mar. 6	1:00-4:00pm	\$149
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Topics included in this Workshop:

- Basic Set-Up Options from start to finish- includes importance of search engine optimization in key Page areas
- Key Administrator settings like fan posting abilities, landing tabs, profanity & key word block lists, etc.
- Customization options to make your Page more appealing and to increase your marketing real estate
- Setting goals and objectives that lead to strategic content & engagement practices.
- Adding administrators
- Featuring other Pages and your Page Owners
- How to Market the Page to Increase Fans
- Facebook Page Etiquette

Note: You must have access to your company or organization Facebook Page to work online or be prepared to begin an official Page. Bring log in ID for Facebook.

Facebook Marketing Strategies – Level II Hands-on lab	For organizations with an established Facebook presence. Topics include: content/engagement strategies, tagging, events, landing tabs, location based deals, & free data analysis tools.	Mar.21	9:00am-noon	\$149
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This workshop is a sequel to the Facebook Page Development Lab Class and/or for Page Owners ready to explode Facebook Page Marketing for their business or organization.

- Setting a niche and industry specific content strategy for your Page
- Developing compelling engagement strategies
- Advanced marketing tools- Tagging, Custom Tagging, Event creation, Reveal Tabs
- Developing Tabs- Custom & Third Party Apps
- How to run a Facebook Contest
- Creating location-based deals
- Adding Offers/Specials/Coupons/Bonus Content to your Page
- Facebook Page Insights- the 'Google' Analytics behind your Page
- Facebook Advertising

Note: This is an Advanced class that works with previously created Pages. You must have access to your company or organization Facebook Page to work online. Bring log in ID for Facebook.

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Social Media Workshops Descriptions, continued:

LinkedIn-Branding and Being Found Online	Hands on lab topics: optimizing your profile, critical summary statement, key profile settings, sending introductions, obtaining personal recommendations, and more.	Apr. 18	1:00-4:00pm	\$149
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Topics for this workshop include:

- The importance of On-line Branding
- What is LinkedIn?
- In-depth look at each component of the LinkedIn Profile
- Creating a stand-out marketing summary
- Optimizing Profiles for Search (SEO)
- Key LinkedIn Settings including Privacy
- Using Key Word Search to make strategic connections
- Sending & receiving introductions
- Obtaining recommendations & referrals
- LinkedIn Etiquette

Note: Go to www.Linkedin.com to create starter profile (name, title) before workshop. Bring log in ID.

LinkedIn-Marketing Strategies	Learn how to leverage all of the tools and applications that LinkedIn offers to build business & make connections. Corporate use of LinkedIn including marketing strategies.	May 10	10:00am-Noon	\$69
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This seminar is a sequel to LinkedIn Branding Workshop and/or for users ready to leverage the power of LinkedIn Marketing with tools and applications to help you reach your personal and business objectives.

Topics to be presented in this workshop include:

- In-depth Profile capabilities like Skills, Specialties, Patents etc.
- Search Capabilities: People, Jobs, Companies, Industries, Jobs, Answers
- Key Facebook Functions like Events, Messaging Members & Non-Members
- Importance of LinkedIn Industry Groups and how to leverage
- LinkedIn Applications that can make you stand out like Blog link, Twitter, WordPress, Huddle Spaces, Portfolio Display, etc.
- Creating and leveraging Company Profiles
- Examining Premium LinkedIn Accounts-are they worth it?

Note: This is an intermediate/advanced class for those who already have a LinkedIn profile in place. Bring log in ID.

Winning the Search Engine Optimization Game w/ Google apps	How to use Google apps to improve being found online including Google Profiles, Alerts, Places and more. Explore Google+, the newest social media networking site.	May 22	9:00-11:00am	\$69
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Google topics to be reviewed in this workshop include:

- Google Profiles
- New Google + Platform & Business Profile
- Setting Google Alerts for key search terms
- Google Places
- Google Documents to set Sales or Landing Pages