

Training

Where:

Sandler Training Center
3040 Elder Street,
Boise, Idaho
(BYO Lunch)

All Classes 12—1:30 PM

Cost: \$25/class,
\$45/2 classes,
\$70/3 classes, with
pre-registration

Your Instructors:

Teresa O'Connor,
Marketing Consultant
Reaches 4,500+ on
@SeasonalWisdom
@TeresaOconnor1
@NestinStyle

Judi Brawer, IWJ
Reaches more than 1,700
as @IWJ_Judi

Register:

www.mediaverks.com
Or info@mediaverks.com

Get Social in the Digital Age

Leveraging Social Media for Business Success



May 18, 2011—Starting Social Media for Your Business

- Why you need a social media plan
- Twitter: what it is, what it isn't, and what it can do for your business
- How to set up and maintain Twitter accounts effectively
- The anatomy of a good tweet
- Common Twitter mistakes
- Twitter lingo, etiquette and more

Result: Get started on Twitter, and build valuable relationships with industry peers, potential customers, opinion leaders and key industry stakeholders.

June 15, 2011 – Thriving on Twitter for Business Success

- Learn from Twitter success stories
- Secrets to writing results-oriented tweets
- Social media dashboards – why and how to use them
- Integrate Twitter with other social media for greater impact
- How to leverage smart phones, audio, video and blogs

Result: Hear how others are using social media successfully, and learn what's needed for effective social media messaging and campaigns.

July 13, 2011 – Enhancing Social Media for Results

- Sales tools like contests, promos, coupons, location-based campaigns
- Social media and search engine optimization
- How to track and monitor social media efforts
- Creative ways to solicit valuable feedback
- Other social media outlets – which ones are best for your business?
- Social media trends to watch for future

Result: Learn about social media trends and get ideas to support business goals, track success and connect with customers.

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