

Marketing & Social Media:

“Your Online Marketing Toolbox: How to Put it to Work”

Everybody tells small business owners that they need to utilize social media, But no one shows you what to do to get new clients and new media opportunities from sites like Facebook. But that’s part of this marketing seminar we will focus on.

Sure you have a Website, but are you harnessing the power of online marketing to produce business-building results for your company? Your answer can be the difference between a Website that is a money-maker and one that is nothing more than a glorified brochure.

This powerful presentation will make online marketing understandable and provide you with proven ideas for transforming your Website into your most powerful marketing tool. You will learn how to harness the power of online marketing to continually generate new business, strengthen relationships and maximize the results from your marketing investments. Whether you are an online marketing novice or an expert, you will learn actionable strategies to:

- Turn your Website into a lead generation machine
- Attract new customers from search engines
- Expand your influence with social media marketing
- Nurture customer relationships with email marketing
- Measure the return on all marketing investments

Presentators: Suzi Schatz & Bob DeStephano, SVM E-Marketing Solutions

When: Tuesday, January 31, 2012

Time: 2:00 P.M. – 4:00 P.M.

Where: EAP Offices

Cost: \$25.00



Facebook – Marketing & Social Media
Tuesday, January 31, 2012 - 2:00 p.m. – 4:00 p.m.

Name(s): _____

Company: _____

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Expiration Date: _____ CVV2 Code: _____

*For more in formation contact Lisa Cacia –EAP (610) 825-1600 ext. 14 or fax the form back to reserve a seat at (610) 825-1603.