

ATTN: SMALL BUSINESS OWNERS!

Don't Miss These Training Opportunities!

Learn tips and techniques for initiating or enhancing business opportunities available through the strategic use of Websites & Social Media

Web Marketing & Social Media

Workshop Dates

- **New Marketing: Social, Experiential & Viral**
- January 26, 2012
- *Introductory workshop, no fee this quarter!
- **Creating Your Web Presence**
- February 6, 2012
- **Marketing Your Business Online**
- February 29, 2012
- **Social Media**
- March 15, 2012

Cost: \$20, *excluding introductory workshop
Time: 6 p.m. - 8 p.m.
Location: Business Assistance Ctr.
440 2nd Avenue North
St. Petersburg, FL 33701

Registration:
www.scorepinellas.org
(Please note cancellation policy)

Call 893-7146

To register for introductory workshop

New Marketing (Social Media): Social, Experiential & Viral

- Should I focus on Facebook, Twitter, Foursquare, YouTube or a combination?
- How do I start?
- How do I get customers to interact with me and come back to my business?
- What does "viral" mean for my business?

Creating Your Web Presence

- How do I get my website going?
- What is the best technology I need to have?
- What is Facebook/Twitter/blogging all about?
- How do I create a blog?
- Now that I have a blog...what do I write?
- How can I hire a web designer I trust?
- How do I get people to come to my site?

Marketing Your Business Online

- Who are the right people for my product/service?
- Where do I find those people?
- What's the difference between marketing & sales?
- How do I use Facebook/Twitter/blogging to attract customers?
- Now that I have a blog, what do I write?
- Am I using the right words to connect with my audience?

Social Media

- How do I improve communications with customers?
- What are the benefits and risks associated with social media as a marketing tool?
- How do I "go viral"?

Discover answers to these questions and much more!



SCORE
FOR THE LIFE OF YOUR BUSINESS