

Social Media & Web Marketing

JACKSON DISTRICT
 LIBRARY CARNEGIE

September 21, 2011

Cost: FREE

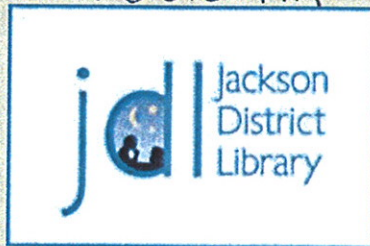
11:00am-1:30pm

244 West Michigan Ave

Jackson, MI 49201

517-788-4099

ADD
Oct 26 @ 6:00pm



The Michigan Small Business & Technology Development Center (MI-SBTDC) enhances Michigan's economic well-being by providing counseling, training, research and advocacy for new ventures, existing small businesses and innovative technology companies. With offices statewide, the MI-SBTDC positively impacts the economy by strengthening existing companies, creating new jobs, retaining existing jobs, and assisting companies in defining their path to success.

www.misbtdc.org



What is Social Media Marketing? How does it pertain to my business?

Build Relationships – Use a variety of social media, and you'll build relationships with customers and potential customers. Trust comes through honesty & sincerity.

Brand Your Business – Create a recognizable identity for your product or service. This is extremely important for a small business.

Increase Website Traffic— More visits to your site from relevant connections via social media means ultimately higher ranking for your business on the search engines.

Join us at the Jackson District Library Carnegie Branch for a seminar on online marketing techniques that can help you harness the power of social networking websites to grow your business. Come to learn about what opportunities exist to help you market to the online demographic and take your business into Web 2.0 territory. In partnership with the MI-SBTDC.

Shannon Beeman, MI-SBTDC Intake Business Consultant, will be presenting. Shannon has trained with Google, Pure Visibility and Ingenex. She brings extensive knowledge about marketing & social media.