Is your business thinking about “crossing the line” into the Social Media arena? Not sure where to begin? With so many avenues available, you may not be familiar with them all, have time to do the research or be able to decide which one to use. We have put together some short information sessions to help you discover the good, the bad and the one that will work best for you and your business. These sessions can be delivered in person at your company or on campus or even via webinar.

Social Media – Is social media optimization right for my company?
- Overview and marketing trends
- What is the best social media strategy for us and how does this fit with our other marketing goals?
- “Critical” SM – which one(s) are right for my business?
- How are my competitors using SM?
- SM Pitfalls to avoid

Key Takeaways:
- Setting goals for your social media campaign that reflect your company
- Establish which social media tools are right for you
- Content distribution tips and tricks
- How to measure your social media ROI in terms that make sense

Facebook – How do I use facebook to market my business?
- Why facebook?
- Trending/popularity and primary demographics, relevance to audience, future indications specific to business use and growth
- Types of facebook pages – Which is best for my company?
- Advertising on facebook
- Facebook marketing and advertising analytics – How do I determine my facebook ROI and measure the effectiveness of my campaigns?

Key Takeaways:
- Setting up your account and privacy settings
- Uploading images and videos and incorporating websites
- Using FBML to customize your facebook page
- How to grow your network of ‘friends’
- Do’s and Don’ts – keeping those friends and communicating with them

Twitter, YouTube, MySpace – How do I use these social media to best serve my business?
- Trending/popularity and primary demographics, relevance to audience, future indications specific to business use and growth
- If my company already has a facebook page, why might I also need these other social media?
- How do I use these social media tools to promote my company?
- Supplementing my company website with social media
- Advertising on these social media
- How can these tools be used internally?
Key Takeaways:
- Setting up your accounts and privacy settings
- Uploading images and videos and incorporating websites
- Content distribution tips and tricks
- Practical applications and innovative uses
- How to grow your network

LinkedIn – As a professional, why do I have to be on LinkedIn and why does my company need a profile?
- What makes LinkedIn different than other social media?
- How do I mine LinkedIn to find more business?
- How can LinkedIn help me make the sale?
- Advertising on LinkedIn
- Other indispensable ways LinkedIn can make my growing my business reputation easier

Search Engine Optimization – Sorting fact and fiction: What do I really need to improve my business’s search rankings?
- What are some key SEO elements that my company website must incorporate?
- Good SEO starts with my website but where does it go beyond that?
- How do I reap search engine ranking benefits from my existing means of advertising?
- Link-building 101
- Social media optimization and SEO

Key takeaways:
- Where to begin your own SEO efforts
- How to avoid “black hat” SEO tactics that could get your company website banned by search engines
- Simple measures you can take that will dramatically improve your website’s search ranking
- Understanding analytics and their value to your marketing efforts

For More Information
Please contact Mark Kluender, Business Solutions Consultant, at 507/389-7387 or mark.kluender@southcentral.edu.