



# Advanced Marketing Workshop

## MARKETING through SOCIAL MEDIA September 20, 2014

Social media marketing can be quite overwhelming and time-consuming. After all, it is public relations, customer service, advertising, sales and marketing all rolled into one. And it's not just posting on Facebook—questions must be answered, private messages addressed, and conversations are continued. If customer-service questions come up, they require a prompt response.

Learn concrete steps for executing your program from a social media professional:

- How to write your company's blog
- How to photograph your candid shoots
- How to build your Keyword List and organically grow SEO (how to get "found")
- How to write and create the content for posts about your firm
- How to manage your subscriber list and write and send your newsletter out



**The Presenter:** The instructor for the workshop will be Wendy Wenck Craighill. She is a freelance social-media marketer and founder of *Social Media Simplifier*, a done-for-you social media firm, for businesses seeking someone to post on social media sites or write regular blogs for their corporate websites. Committed to mentoring small businesses in social media strategy, she lives with her family (husband and 2 toddlers) in Williamsburg.

**Where:** Williamsburg Chamber & Tourism Alliance Bldg, 421 N. Boundary St, Williamsburg VA 23185

**When:** Saturday, September 20, 9:00—11:00 AM

**Cost: \$24.00 in Advance** (Charge it to your credit card using the SCORE Website or leave check at the Chamber's front desk by Wednesday, September 17)

**\$29.00 Cash or Check at the Door**

**REGISTER NOW:**

**Web:** [williamsburg.SCORE.org/localworkshops](http://williamsburg.SCORE.org/localworkshops)

**Phone:** 757-229-6511

**E-mail:** [info.williamsburg@SCOREvolunteer.org](mailto:info.williamsburg@SCOREvolunteer.org)

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