

The Social Media Strategies Workshop Series

* 90 Minute Morning Workshops at the Lafayette Library *

How to Raise Brand Awareness Using Your Facebook Business Page
Wednesday, Jan 18 - 8 a.m.

Starting a Facebook Business Page is easy but using it to achieve specific goals like raising awareness for your business to attract new customers takes focus, energy



and determination.

Jumpstart your Face-

book efforts by maximizing the many options Facebook Pages offer for sharing information about your business and the solutions you offer. Learn how during this workshop.

Create and Optimize Your LinkedIn Company Page
Wednesday, Feb 15 - 8 a.m.

LinkedIn Company Pages are like our personal LinkedIn Profiles but they're designed for businesses. They



are an easy and powerful way for businesses of all sizes

(even one-person ones) to reach new customers by offering public and Google searchable information highlighting a company's brand, product and service offerings, employee expertise and even testimonials. Join us and learn how to create yours.

How to Improve Your Online Image to Achieve Business Goals
Wednesday, March 21 - 8 a.m.

Let's take a close look at Your Online DNA -- who you are online and

Lead Generation
2012

how others learn about you there, including people using

search engines like Google. Topics include easy steps to improve your online image to support word of mouth referrals and generate new leads. We'll also cover ways you can increase your ranking in online search results.

Workshop Presenter:

Robin Fox, Social Media & Inbound Marketing Coach

Blending skills honed as a Fortune 500 corporate finance client manager, journalist and online content creator with extensive new media training, Robin Fox is a Certified Social Media Coach who helps clients build effective networks to support their personal brand and encourage business referrals.

www.robinsfox.com • robin@clientdrivenmarketing.com

All workshops start at 8 a.m.

* Arts & Science Classroom *

Lafayette Library and Learning Center
3491 Mt. Diablo Blvd, Lafayette
(Enter from Plaza, off First Street)

Limited Seating • Reservations Recommended
FREE for Lafayette Chamber Members • Others \$15
Reserve your seat: workshops@lafayettechamber.org
Other Questions? Email or call (925) 284-7404



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