

Going for the Gold with Social Media

Presented by Jan Zimmerman

When: Thursday, March 5 from 5:30pm to 7:00pm

Where: UNM Continuing Education - North Building • 1634 University Blvd. NE • Albuquerque, NM 87131

Cost: Includes light dinner.

- ATDNM Students & Alliance Student Members - \$10
- ATDNM Members & Student Guests - \$15
- Guests - \$20

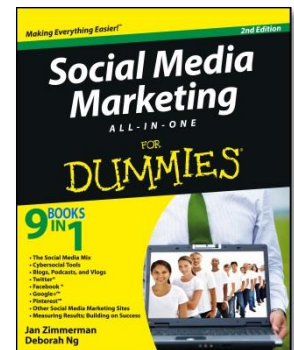
Register at: www.atdnm.org

Description:

You don't need buckets of ice water to use social media to help your organization! In this survey presentation, you'll learn which social media channels work well when an organization is trying to:

- increase online lead generation to gain customers or members
- enhance customer/internal client involvement
- increase attendance at events
- encourage team participation

In addition to major social media like Facebook, Twitter, and LinkedIn, you'll discover some smaller channels that work exceptionally well for locally-targeted efforts. You'll learn how these techniques can be applied to meet the communication objectives of almost any business. Come to this session to pick up expert tips on how to get started, manage a social media marketing plan, and evaluate your results.



Speaker:



Jan Zimmerman, author of *Web Marketing for Dummies* and co-author of *Social Media Marketing All-in-One for Dummies* and *Facebook Marketing All-in-One for Dummies*, owns Watermelon Mountain Web Marketing in Albuquerque (watermelonweb.com). Her company has provided online marketing consulting, social media marketing, online advertising services, website management, content development, and strategic online promotion since 1998 to organizations of all sizes and types in a wide range of industry sectors.