



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

Social Media Bootcamp

May 14, 2015, 9:00 – 11:00 AM

Pike County Economic Development Center
100 Industrial Blvd., Troy, Alabama 36081



Frustrated that you **know** you need to be on social media to grow your business much bigger and better but just don't understand **how** to get started? Or maybe you've dipped your toe in the water but just aren't seeing any results?

Then be sure to join Betsy Baker, Small Business Marketing and Social Media Expert, as she leads a down and dirty, hands-on workshop customized for the social media beginner. You'll learn:

- Why you're losing sales if you're not joining in the online conversation – and how you can immediately jump in
- How to set up and post to Facebook, Instagram, Twitter and LinkedIn – bring your laptop!
- How to get your ideal customers to follow you (and influence them in the process)
- What to post in your updates
- What and why hashtags are so important and how to use them effectively
- The 6 biggest mistakes business owners make with social media

Registration:

To register go to <http://bit.ly/SocialMediaCampTroy> or for more information contact Judy Callin at jcallin@troy.edu or call (334)674-2425. There is no charge for the event.

This event is sponsored by
Troy University's Small Business Development Center
Pike County Chamber of Commerce
Pike County Economic Development Center

"The SBDC at Troy University is a member of the Alabama SBDC Network. Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Brenda Marcum, 100 Industrial Blvd., Troy, Alabama 36081, 334-674-2425."