



# Alabama Small Business Development Center Network

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

[www.asbdc.org](http://www.asbdc.org)

## Social Media Marketing

May 15, 2013

10 am- Noon

Chamber of Commerce of Huntsville/Madison County

[www.huntsvillealabamausa.com](http://www.huntsvillealabamausa.com)

Social media is for getting people to Know, Like, and Trust you. So when they are ready to make the buying decision, yours is the company they call without question. At this workshop you will learn:

- Learn the top 7 reasons why you must have a mobile marketing plan
- The technique John Cote uses to get 94% open rates on marketing messages
- Discover how to use online reviews in social media to increase your revenue
- Why Facebook Likes are just the beginning of your social media plan
- Integrating visual media like Youtube, Instagram and Pinterest to create engagement

**Fee: \$20 to attend**

**Visit: [www.uah.edu/sbdc](http://www.uah.edu/sbdc) to register**

**GUEST SPEAKER:**

**John Cote**

**Founder and CEO of Rocket Social Marketing**

[www.rocket-social-marketing.com](http://www.rocket-social-marketing.com)

John Cote, a #1 Best Selling author on Amazon of *Mobilize Your Customers*, graduated from Central Connecticut State University with a Business degree. He then joined the Marine Corps and served as an Officer and Naval Aviator for 10 years, attaining the rank of Major.

After completing his service, he became a pilot with a major US Airline. Not content to sit still, he started several businesses while continuing to hone his marketing skills. Sensing a massive change in the marketing world during 2008 he decided to shift his focus. John launched Rocket Social Marketing to provide social media, video and mobile marketing expertise for entrepreneurs, businesses, authors and speakers.

John has been married to his wife Jennifer for over 21 years and their entrepreneurial nature has led them to start several companies together. They have a daughter and two sons whom they adopted together as a sibling group from overseas. They currently reside in Huntsville, Alabama.

Sponsored by:

UAHuntsville Small Business Development Center



Reasonable accommodations for persons with Disabilities will be made if requested at least 2 weeks in advance. Contact: Joseph M. Holland Jr., Staff Assistant (256-824-6422).

The SBDC at UAHuntsville is a member of the Alabama SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration.