



# Alabama Small Business Development Center Network

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

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



## Pinterest: 10 HOT Ways to Use in Your Marketing

May 16, 2012

11:00 am – 1:00 pm

**Lunch and Learn**

Facilitator: Donna Gilliland, Social Media Specialist  
MOSTraining, Incorporated (Marketing Online Solutions Training)

Pinterest is the HOT new 'kid' on the social media block! What is Pinterest? Pinterest is a visual medium – an online pinboard. Why should I care about Pinterest for business? Because your customer base or potential new customers just may be among the many perusing the Pinterest boards.

Statistics on Pinterest show that Women more than men are engaging on the social site – a whopping 82% are women (as of this writing).

Trends show that women engage more on social sites. According to Comscore statistics, they spend 30% more time on social sites than men do.

Sign up today and learn what Pinterest is and how to get started learning marketing strategies to launch your business on Pinterest.

**Registration is \$30.00 for Chamber members; \$35.00 for non-members.**

A box lunch will be provided. E-mail [stacey@tuscaloosachamber.com](mailto:stacey@tuscaloosachamber.com) or call 391-0559. Registration ends and money cannot be refunded after May 11th. Bring your laptop for a true hands-on experience.

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Location: JamisonMoneyFarmer Training Room, located in the Bank of Tuscaloosa Plaza, 3rd floor, 2200 Jack Warner Pkwy.

*The Alabama SBDC Network is 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 Lindsey Hammel, Box 870396, Tuscaloosa, AL 35487-0396 or 1-877-825-7232.*