



Alabama Small Business Development Center Network

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

www.asbdc.org

Social Media Marketing

Wednesday, June 18, 2014

10 a.m. – 12 p.m.

Chamber of Commerce of Huntsville/Madison County
225 Church Street, Huntsville, AL 35801

Click here for directions <http://www.huntsvillealabamausa.com/>

Digital Word of Mouth marketing that is working right now.

A proper marketing campaign is for getting people to Know, Like, and Trust you. Your objective is to get your message in front of people and compel them to want to do business with you, but most marketing today fails to do that. When they are ready to make the buying decision, you want them to call your company because of your stories that they connected with.

At this workshop you will learn:

- Why story is the most important part of your marketing and how Pixar can teach you to market more effectively
- The launch process John used (and that you can use too) to get thousands of highly targeted listeners to his podcast and why you should consider podcasting for your business.
- Discover how to use content you may already have to publish a book on Amazon in weeks
- A new technique to give your company a massive advantage on Google search
- Why an integrated Facebook advertising plan is far important than building likes
- Integrating visual media like Youtube, Instagram and Pinterest to create engagement

Fee: \$20 to attend

Visit: www.uah.edu/sbdc to register

GUEST SPEAKER:

John Cote

Founder and CEO of Rocket Social Marketing

www.rocket-social-marketing.com

John Cote is the Award Winning Author of the Amazon.com #1 Best Selling Book, MOBILIZE YOUR CUSTOMERS. His company, John Cote & Associates, a certified member of the Power Marketing Consultants Network, creates growth strategies, marketing campaigns and lead capture systems for businesses and organizations of any size. They also build their clients platforms by publishing best-selling books, podcasts and online webinars.

A voracious reader, John invests a great deal of time researching the cutting edge trends in technology, social media and marketing. He is a frequent speaker and panelist on these topics as they relate to business innovation, increasing revenue and customer retention. His latest project is the Healthcare Elsewhere show, the world's leading medical tourism podcast where patients share their success stories and he interviews Doctors and healthcare experts worldwide. His next book will be published Summer 2014 and is also titled HEALTHCARE ELSEWHERE.

Reasonable accommodations for persons with Disabilities will be made if requested at least 2 weeks in advance. Contact: Magdaline Braxton, 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.