

More "likes" & "fans" are great.
But "more business"
is what you're after 

Collin County Black Chamber of Commerce

Presents

Social Media Marketing Made Simple

Speaker: Tarsha Polk, The Marketing Lady

Thursday, March 13, 2014

Time – 6:30pm

Learn how to successfully use social marketing tools to maximize your business network.

In this introductory session, we cover strategies and best practices to get the most out of your social media activities, including:

- What social media marketing really is and why use it
- Introduction to social media channels and how to evaluate what's right for your business or organization
- How to create good content for your social media marketing campaigns and time management
- How to balance social media marketing with email marketing and your other marketing efforts.

