



## Learn how your business can use social media to get more customers!

A full day of hands-on training for businesses who want to know how to create a social media marketing campaign from the ground up.

- 10 Top Networking Sites with set up guides**  
Learn how to set up most popular networking sites and tools with step-by-step guides
- 5 Great Google Analytics Reports**  
How to install Google Analytics and navigate the top 5 reports
- 12 Steps to Article Marketing**  
Covers basic content SEO tactics to planning and posting strategies
- 5 Must-have Social Applications**  
Tools to help monitor, analyze and collect customer data and more

Sessions include blogging strategy, social CRM, social monitoring, email & mobile marketing, best of Google Analytics, SEO tactics and special focus on Wordpress websites for businesses. These are no-nonsense, intensive learning workshops you won't find anywhere else!

Visit

[clear-idea.com/workshops](http://clear-idea.com/workshops)

**to See Our Workshop Schedule and Register Online!**

Use discount code: "happy" to get \$30 off workshop fee.  
Early Bird registration discounts available too!

### WORKSHOP 101

#### Agenda

- **Quick introduction to Social Media**
- **Top social networking sites & tools for your campaign**  
How-to setup guides for the top social & business networks, bookmarking, file sharing, photo & video sharing sites and more
- **Focus on Facebook, Twitter & LinkedIn**  
Individual tutorial on each of the three discussing strategy and supplemental tools
- **Profiles**  
How to create an online identity
- **Blogging (article marketing) & micro-blogging**  
Purpose, strategy, content, etiquette, shorteners & SEO techniques
- **Social CRM**  
How to track and collect your social media customer data
- **Social Monitoring**  
Tools to help monitor, analyze & engage with your customers

### WORKSHOP 201

#### Agenda

- **Email Marketing**  
Integrating email with social media; email strategy & analytics; popular email marketing software and basic functions
- **Google Analytics**  
Introduction & setup guide to Google Analytics and our top recommended Google Analytics reports
- **Wordpress – finally a website you can maintain and not depend on a developer for updates!**  
Intro to Wordpress basic features and why it's our top recommended website tool for small businesses; why Wordpress makes SEO so easy
- **SEO in social media**  
How search engine optimization and social media work together; basic SEO terminology; basic SEO guide for Wordpress; SEO template for blogging articles; how to use Google Analytics to improve SEO
- **Mobile Marketing**  
Different types of mobile campaigns & how to use them for business; mobile analytics; importance of mobile websites (WAP)