

Workshop #3: Social Media and Networking Power

A client called me up one day and said "*Wow, this is really working! I got three new clients today, one from the new website, one from Twitter, and one from Facebook!*" That was the day I started thinking about creating this workshop.

This training prepares you to leverage your website even further, by creating synergy with social media. Use Twitter, FaceBook, and other Social Media to pull traffic to your site. Use your site to build your Twitter following. Use little-known techniques to grab more than one spot on the first page of search engine results. There are three key strategies for web marketing, and this course teaches the often ignored third – building web activity.

- Get yet more traffic to your website
- Be instantly "findable"
- Clarify your Brand
- Build influence
- Create multiple sources of new prospects, beyond your website
- Find more of your "right people"
- Improve your customer service
- More exposure to prospects = more sales
- Build your web authority = credibility
- Be known as an expert in your field
- Get great testimonials
- Keep an eye on your competitors and outcompete them

Training includes:

- Creating your accounts: Twitter, LinkedIn, Facebook, YouTube, Google
- Optimizing your "elevator speech"
- Being prepared for Meetup and other networking opportunities
- Twitter basics & list building strategies
- Customizing your Twitter page background and bio
- Scheduling tweets in advance
- Creating tweet content easily
- "Tweeting" Twitter, LinkedIn and Facebook all at once
- YouTube traffic strategies
- LinkedIn profile development
- LinkedIn business building strategies
- Creating your Facebook Fan page
- Getting "Liked" on Facebook
- The power of YouTube/traffic strategies
- Other powerful traffic sources and how to use them
- Using Google Alerts and Feed
- Creating audio content for your site
- Creating YouTube promotional videos

This is instructor-led, hands on training. You supply the meeting room and internet connection for on-site programs. Scheduling is flexible and can include evening sessions.

This workshop is part 3 of the [Web-Powered Marketing Program](#)