

Get Prepared. Get Found. Get Results.

A Liquid Web Designs' seminar series



Small Business on Facebook: Understanding your new category of business relationship

Facebook for Small Business: Understanding your new category of business relationship

Who should attend?

Small business owners and entrepreneurs that are curious about the prospects of 300+ million potential client referrals and who would like to better leverage social media as a component of their marketing strategy.

Summary:

Do you hear and see everybody buzzing about Facebook and you seem to be the odd one out? Or have you already joined Facebook and want to know “now what?” If so, then this seminar is for you.

“Small Business on Facebook” is specifically for small business owners and entrepreneurs who would like to learn more about how to leverage business from the 300+ million Facebook users and/or would like to get a better understanding of this new and exciting phenomenon of “Social Networking” and its implications on the future of small business.

What we'll cover:

- An introduction to social networking – Who are the major players and what's the difference between them
- What's so great about Facebook and why Social Networking is different this time around
- How to decipher the right social networking platform(s) that's best for your business
- How to prepare and maintain your business for its new social networking life
- How to evaluate, understand and manage your progress

About the Presenter:

Ed Rosemond – President/CEO Liquid Web Designs. Ed is a seasoned Internet and Marketing professional with 8+ years experience in web technology, corporate branding, and online marketing.

Ed is especially adept in devising business strategies that navigate the sometimes confusing relationship between Internet technology, design, marketing and human interaction. His company, Liquid Web Designs, has delivered successful design strategies and marketing solutions to well over 100 small businesses.

Ed most recently has developed an easy-to-understand comprehensive strategy that helps small businesses get the most out of their website, its traffic and social network marketing.

Length:

45 minutes