

Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
Social Media Marketing	3 ½ hours

Short Description	Typically Recommended For		
	Planning & Evaluation	Inception & Start Up	Operating Businesses
	yes	yes	yes
<p>Get new customers and increase revenue with Facebook, LinkedIn, My Space, Twitter, YouTube, Flickr, Blogs and other business social media marketing. In this workshop, you will learn how to setup social media marketing step-by-step.</p>			

Detailed Course Description

Using a step-by-step training and demonstrations and learn how to implement social media marketing in your business.

1. What is Social Media Marketing?
2. Social Media Marketing Defined
3. Traditional Marketing vs. Social Media Marketing
4. Market Research and Market Demographics
5. Top 100 Websites
6. Top Social Media Websites
7. Demographics for Top Social Media Websites
8. Cost of Social Media Marketing
9. Your website and Social Media Marketing
10. Registering Your Website with the Search Engines
11. Registering Your Website with the Directories
12. How to Use Social Media Marketing to Grow Your Business
13. Searching for your Social Media User Name
14. Discuss demographics, how to setup accounts and use:
 - o YouTube
 - o Flickr
 - o Facebook
 - o Twitter
 - o Yelp
 - o Podcasts
 - o LinkedIn
 - o MySpace
 - o Wiki
15. Using Aggregators to Post to Many Sites at the Same Time
16. Ways to Promote Your Social Media
17. Links to Reference Information



- o SlideShare
- o Biznik
- o Blogs
- o Wikipedia

Instructor Information

Tom Howe

Tom Howe has been a practicing attorney for over 25 years and owns two technology companies, including a website design and hosting company. He has written four books (law and software programming) and speaks at legal conferences throughout North America and technology conferences around the world. His practical and entertaining presentation style makes him a highly sought after speaker.

Recommended Background or Prerequisites

None required.