



Presentations Plus!
Solutions for Business Development
"Let the software do the work!"

presents

Make A



At



Social Media Marketing For Business

For Your Brand & To Improve Sales; Fun for You & Your Family Too!

“When this fun, ‘hands-on’ workshop concludes, you will walk away with a functional *Social Media Marketing* strategy for your business and the tools to easily maintain it!”

Facilitator: Mitch Mitchell, SEO Xcellence

Social media is not only the wave of the future, it’s a reality now. It’s not just for personal use anymore!

Company executives and business owners are realizing its time to incorporate **SOCIAL MEDIA MARKETING (SMM)** and **SEARCH ENGINE OPTIMIZATION (SEO)**. As part of their marketing efforts companies are looking to both improve relationships with current customers, while reaching out to new customers.

It’s a phenomenon that’s impossible to ignore as we move further into the 21st Century. The average computer user that wants to use social media marketing for their business may not know where to start. Companies can’t afford to fall behind and allow their competitors to get ahead of them.

Learn how social media marketing can help your business grow with:



If you feel that way, this all day workshop is for YOU!

Related topics include: Blogging, Branding, Cause Marketing, Creating a Loyal Fan Base with Existing Customers, Increasing Traffic to Your Website via SEO, “Manners” & Protocols and Public Relations.

**Thursday, July 22, 2010 or
Thursday, August 19, 2010**

Time: 8:30 am - 3:00 pm
Sign In: 8:30 am Start: 9:00 am
Working breakfast & lunch included!

****Bring Your Laptop****

(Laptops are *not* required, but are suggested to create your social media strategy while attending the workshop.)

Location:

Hope Lake Lodge & Indoor Waterpark
2177 Clute Road, Cortland, NY 13045
www.greekpeakmtnresort.com

****Exclusive Discount****

Bring the family while *you* learn SMM!
\$25 All Day (10 am-10 pm) Waterpark passes & access to Town of Virgil Hope Lake Park
FREE Tours Available After the Workshop
Includes \$50 voucher for each attendee towards future visits to Hope Lake Lodge & Indoor Waterpark

Acorn Grill *Waterfalls Spa* *Ski Area & more*
(All services except room reservations)

For discounted lodge rates contact:

Jeff Kryger, 1-800-955-2754 x1270
jkryger@greekpeakmtnresort.com

Cost: \$169

\$149

Chamber Members

Register online:

www.presentations-plus.biz

Contact: Renee at 315-863-9011
renee@presentations-plus.biz

Mitch Mitchell



Mitch has been an independent consultant for more than nine years. Mitch is principle owner of SEO Xcellence; an internet marketing business since 2006. Their focus is teaching small business owners how to use their websites and domain names to enhance their online presence for increased sales and marketing by creating effective social media marketing strategies.

Mitch has written an ebook on SEO, *Using Your Website As A Marketing Tool*, and a book on management and leadership called *Embrace The Lead*. He has worked directly with businesses in helping them examine SMM strategies. To learn more about Mitch www.seoxcellence.com.



Renée Scherer



Renée, Certified Business Professional Computer Technology Specialist with the International Business Training Association, is one of the most effect trainers in her field. She is a nationally recognized Computer Data Coach and Business Solutions Consultant. Her training workshops have inspired and influenced business owners to unleash the power of their support services by improving their computer skills for 25+ years. Renée's philosophy is to "let the software do the work".

Over the years, Renée has gained experience with several local and national training/consulting organizations from the metropolitan areas of New York to Atlanta to Syracuse. She has had the privilege and honor of working with over 2,000 clients in educating, coaching and transferring her computer skills and knowledge for PC Etcetera, Inc, MSI International, Bryant & Stratton College Professional Skills Center and BOCES.



**Presentations
Plus!** Solutions for
Business Development

"Let the software do the work!"