



**Presentations Plus!**  
Solutions for Business Development

"Let the software do the work!"

presents

Make A



At



# Social Media Marketing

**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!!

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](http://www.greekpeakmtnresort.com)

**\*\*Exclusive Discount\*\***

Bring the family while *you* learn SMM!  
\$25 All Day (10 am-10 pm) Waterpark passes  
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](mailto:jkryger@greekpeakmtnresort.com)

**Cost: \$169**

**All Liverpool**

**\$149**

**Chamber Members**

**Register online:**

**[www.presentations-plus.biz](http://www.presentations-plus.biz)**

**Contact:** Renee at 315-863-9011  
[renee@presentations-plus.biz](mailto:renee@presentations-plus.biz)